

LIFE



THE FATEFUL MEETING

CHURCHILL, ROOSEVELT AND STALIN
CONFER TOGETHER FOR THE FIRST TIME

BRONC RIDER CASEY TIBBS

20 CENTS

OCTOBER 22, 1951

CIRCULATION OVER

5,200,000

There is no finer value in *Silverware!*

1881
 **ROGERS** 
 SILVERPLATE
 by
 ONEIDA LTD.
 SILVERSMITHS

Your silver dollar buys you *more* in this exquisite 1881 (R) Rogers (R) silverplate! A matched set of this lovely silverware will set your table beautifully for years and years and years. Most-used pieces have an overlay of precious pure silver at vital wear-point, to give you extra-long life! Gleaming finish . . . exclusive hollow-handle Contour* knives. Shop—compare—and see what superb value this gorgeous silverware gives you! Other beautiful services of 1881 (R) Rogers (R) silverplate start at \$29.75, chest included!

Send for new Etiquette Booklet—100 interesting tips on "Good Taste Today*." Mail 10¢ to Box A-20, Oneida Ltd., Oneida, N.Y.

52-piece service for eight
 only \$49⁷⁵



*Choice
 of
 Three
 Beautiful
 Patterns*

*Buckwood**

*Plantation**

*Del Mar**

Chest Contains

16 teaspoons
 8 soup spoons
 8 hollow-handle
 Contour knives
 8 dinner forks
 8 salad forks
 2 table spoons
 1 butter knife
 1 sugar spoon
*in a lovely
 anti-tarnish chest!*

Or start with 6-piece
 place setting, \$5.50 . . .
 2 teaspoons, soup spoon,
 hollow-handle Contour
 knife, dinner fork,
 salad fork.



*Trade Marks. Copyright 1961, Oneida Ltd., Oneida, N.Y.

Now! Avoid "Tell-Tale Mouth"

(BREATH NOT AS SWEET, TEETH NOT AS CLEAN AS THEY CAN BE)



Ipana keeps your whole mouth cleaner, sweeter, sparkling!



A Product of Bristol-Myers

Be confident of your smile. Be really confident, not just hopeful. Yes, actual dentists' tests prove that brushing with Ipana gets teeth cleaner, more sparkling. And as for reducing tooth decay effectively, remember this: no other tooth paste—ammoniated or regular—has ever been proved better than Ipana.

Be confident of your breath. Brushing with Ipana after eating helps remove causes of unpleasant mouth odor. And Ipana's brisk, refreshing flavor

instantly sweetens breath—leaves your mouth feeling clean, feeling good—*sparkling* clean and fresh.

And don't forget your gums. Brush teeth from gum margins towards biting edges. Ipana's active cleansing foam helps remove irritants that can lead to gum troubles.

Teeth, breath, gums—all three can cause "Tell-Tale Mouth" ... so remember, cleansing with Ipana Tooth Paste helps keep your whole mouth healthy. Get a tube of Ipana Tooth Paste today.

Ipana
Tooth Paste

Your own taste
warns of
"Tell-Tale Mouth"



ALMOST EVERYONE'S MOUTH SOMETIMES TASTES STALE, FURRY. IT'S OFTEN A SIGN OF "TELL-TALE MOUTH"—TEETH NOT AS CLEAN, BREATH NOT AS SWEET AS CAN BE...



BRUSH TEETH WITH IPANA AND NOTE THE LIVELIER TASTE AND TINGLE AS IPANA'S ACTIVE SPARKLING FOAM GOES TO WORK WHERE THE TOOTH BRUSH CANNOT REACH...



NOW YOUR WHOLE MOUTH FEELS CLEAN, FEELS GOOD—AND YOUR OWN TASTE TELLS YOU IT'S CLEANER, SWEETER, SPARKLING... NO "TELL-TALE MOUTH" FOR YOU!

MRS. ORSON MUNN, Sr., famed New York hostess, says:

"Lighters are a social necessity...and the lighter for me is a **RONSON**"



Mrs. Orson Munn, Sr. is a prominent socialite, arbiter of fashion...and, as Carrie Munn, a famous dress designer. It's flattering indeed, but not surprising, that *Ronson* is her choice.

Table lighters are a social nicety and a necessity. And *Ronson* table lighters are appointments of exquisite beauty. Designed with consummate grace, flawlessly finished in gleaming, heavy silver plate. And every part is formed and fitted with jewelers' precision—to assure a lifetime of dependable service.

Shopping for a gift, or for something for yourself? Think of a *Ronson*. Look on the lighter for the trade-mark **RONSON**—"world's finest." And remember—any lighter puts its best flame forward with *Ronsonol* Fuel and extra-length *Ronson* Redskin 'Flints'.

Ronson, New York, N. J. Toronto, Ontario London, England

yes, and 77% of hostesses interviewed said, "The lighter for me is

RONSON
WORLD'S GREATEST LIGHTER



Press, it's lit—Release, it's out!

Lighters shown in reduced size.



RONSON QUEEN ANNE. Table lighter in heavy silver plate. Traditional. \$12.25 plus tax.

RONSON LEONA. Table lighter in Venetian bronze plate, ivory and floral enamel. \$13.50.

RONSON CROWN. Table lighter in modern Danish design in heavy silver plate. \$12.25 plus tax.

RONSON MAYFAIR. Table lighters in pairs. Heavy silver plate. \$18.25 the pair, plus tax.

RONSON DIANA. Table lighter in combined polished and satin heavy silver plate. \$9.50 plus tax.

RONSON GLORIA. Table lighter in heavy silver plate, polished and satin finish. \$12.25 plus tax.

On TV: Enjoy Peter Lind Hayes, Mary Healy in *Ronson's* "Star of the Family," CBS-TV Network. On Radio: Hear *Ronson's* "Hollywood Stars on Stage," ABC Network. (Check local papers)



Sis was our cheerleader for **NEOLITE!**

A while back we got Sis a pair of shoes with

NEOLITE Soles—'cause the man in the store said they'd outwear leather 2 to 1! Sis cheered and so did we!

Then, when we saw all the other advantages they offered, all of us soon insisted on NEOLITE for our shoes, too!



I sing its praises, too!

And why not? Light, trim NEOLITE Soles give shoes a new daintiness at the arch... take a beautiful bottom and edge finish that lasts and lasts! And damp-proof NEOLITE helps shoes stay in shape—helps style-right lines stay right ever so long! No curling, no twisting, no fraying in wet weather!



And dad outdoes us all!

NEOLITE Soles get three rousing cheers from Dad! They're comfortable from the start—need no breaking-in. They're light and flexible, yet form a firm platform for active feet. And they're non-skid—won't mark floors. Yes, NEOLITE Soles are perfect for every member of the family!

**INSIST
ON GENUINE
NEOLITE**

*The name is
always plainly marked
on the sole*



Outwears leather 2 to 1!

*Keeps shoes
smart-looking.*

Light...firm...flexible.

*Damp-proof! Helps keep feet
dry, keep shoes in shape.*

NEOLITE NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO SOLES

Make any shoe a better shoe—any repair job a better job!

We think you'll like "The Greatest Story Ever Told"—Every Sunday—ABC Network

**As shown by actual walking tests, supervised by our own laboratory experts, comparing Neolite with leather of the same high quality specified for use by the Armed Forces.*

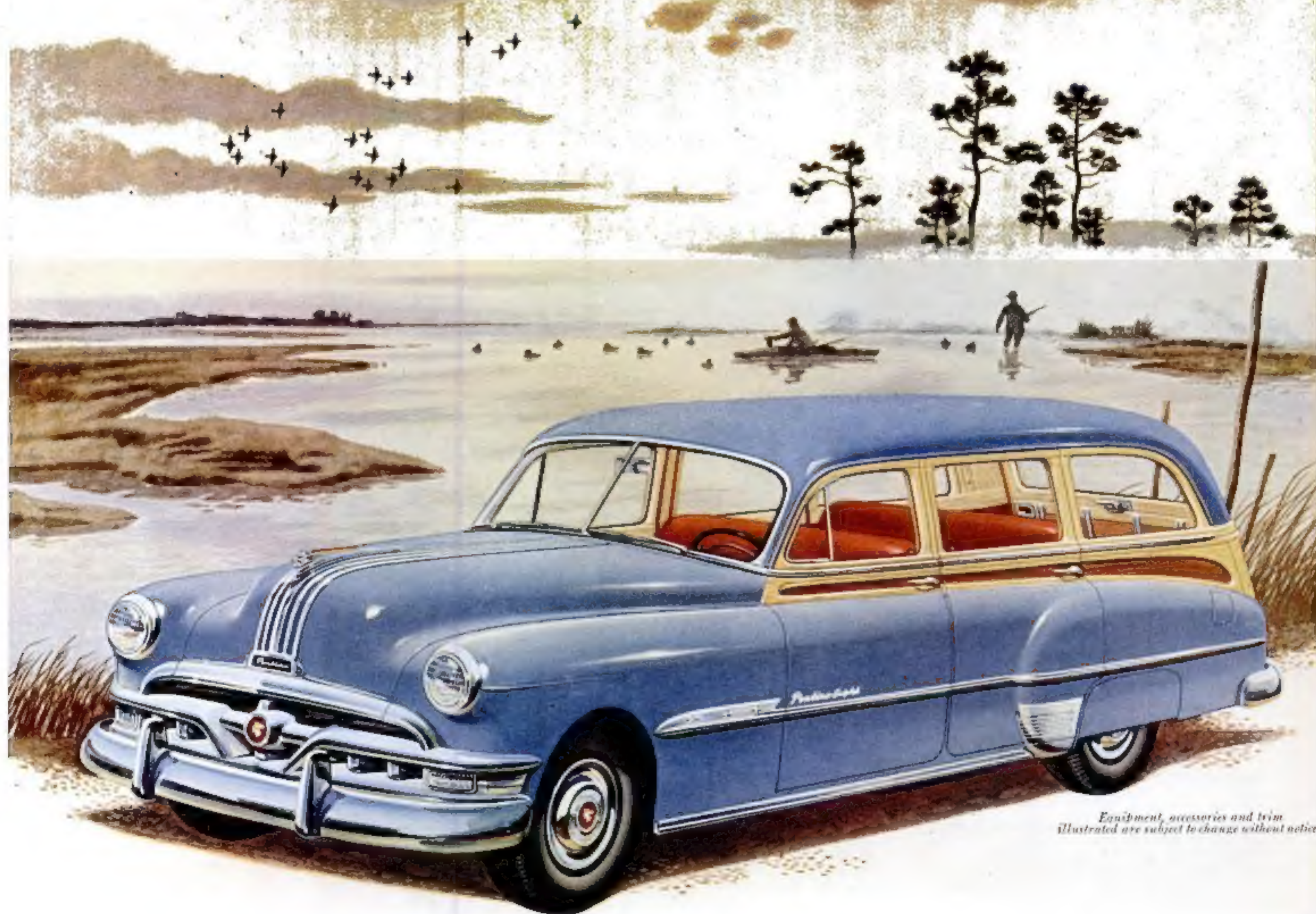
This One



ETLR-WPH-OWJZ copyrighted material



Dollar for Dollar you can't beat a
Pontiac



*Equipment, accessories and trim
illustrated are subject to change without notice.*

Downright Good—Day after Day, Mile after Mile!

PONTIAC MOTOR DIVISION OF GENERAL MOTORS CORPORATION



"It's true wizardry!" exclaims the famous Jacques Fath about *White Magic*. "Just see how it works magic for your figure and my fashions!"



"Slim curves ahead!" predicts the ingenious Fath. "That's why you need this new Playtex Fab-Lined Girdle—to give you a graceful, slender line!"



Fath admires a dress from the collection he designed for Joseph Halpert. "The rippling apron gives it grace. And the lines of the dress itself are figure-revealing. No wonder I recommend only Playtex to my clients!"



"More Fabulous than ever in **Invisible White Magic** *"*

says JACQUES FATH, brilliant Paris designer, about the Newest

Playtex FAB-LINED Girdle

FABRIC-NEXT-TO-YOUR-SKIN



The first new kind of girdle in 11 years is now newer than ever in fabulous *White Magic*. With all the famous Playtex figure-slimming power and freedom of action, the Playtex Fab-Lined Girdle has cloud-soft fabric next to your skin. Without a seam, stitch or bone, it's invisible under the slenderest clothes. In SUM shiny tubes, at department stores and better specialty shops everywhere, *White Magic*, \$5.95 and \$6.95. (Other Playtex Girdles in Pink, Blue and White from \$3.95.) All prices slightly higher in Canada and foreign countries.

International Latex Corporation . . . PLAYTEX PARK . . . Dover Del. ©1951 Playtex Ltd. Montreal, Canada



Playtex presents ARLENE FRANCIS in "*Fashion Magic*." Top entertainment. CBS-TV Nationwide Network. See local papers for time and channel.

HERTZ is the quick, convenient, low-cost answer...



WHEN YOU want the gay fun of a party or dance or the theater ... but you're without a car ... **Call on Hertz!**



WHEN YOU would enjoy seeing and visiting with your friends and relatives ... but you're without a car ... **Call on Hertz!**



WHEN YOU want to relax, have the fun and companionship of your favorite sport ... but you're without a car ... **Call on Hertz!**



WHEN YOU are out of town on business and need quick, personal transportation ... **Call on Hertz!**

for any use...business or pleasure...

For 26 years Hertz has grown steadily, because Hertz has always given the most in values, and the finest, dependable, drive yourself service. Rent a new car from Hertz for an hour, day, week or as long as you wish, with gas, oil and *proper* insurance furnished in the one low rate; no extra charges of any kind. And remember, too, that five or six can ride for the cost of one, so it's specially thrifty for the family, or group of friends. Insist on Hertz and you'll learn why Hertz is the world's largest ... ready to serve you in more than 500 cities throughout the United States, Canada, Great Britain, Mexico and Hawaii. Call or visit your nearest Hertz station today.

**RENT A NEW CAR FROM
HERTZ**
...drive it as your own



TRUCKS ... Hertz is also the world's largest truck leasing and rental organization. Trucks are available at most Hertz stations for daily and weekly rentals or on long-term lease.

NOTE: To serve more cities and towns, licenses are being granted to responsible local interests to operate as part of the Hertz system. For complete information write Hertz Drive-Ur-Self System, Inc., Dept. 210, 218 South Wabash Avenue, Chicago 4, Illinois.

Enjoy All the Hertz Advantages ...

A SPECIFIC RATE EXAMPLE ... At the Hertz station in Springfield, Missouri, 636 Benton Ave., the weekday daytime rate is \$5.00 plus 7c per mile, including gas, oil and insurance. Thus, the total cost for a 30 mile trip is only \$7.10, regardless of how many ride. Rates lower by the week.

RENT FROM HERTZ AS EASY AS A.B.C. ... A. Go to a Hertz station. B. Show your driver's license and identify yourself. C. Step into the car and go!

PRIVATE CAR PLEASURE ... You drive a new Chevrolet or other fine car in splendid condition and as private as your own. Rent day or night, for an hour, a day, a week, or as long as you wish.

RESERVATIONS ... To be sure of a car when you need it, make a reservation in advance by calling your local Hertz station. They will reserve a car for use locally ... or at the Hertz station in your destination

city. If you prefer—and you have the correct station name and address—write, wire, or phone your reservation direct to your destination city. If there is no Hertz station in your home town, request your Hertz reservation through the Hertz Rail-Auto or Plane-Auto Travel Plan at the railroad or airline reservation offices or your travel agency. Insist on Hertz service.

INSURANCE PROTECTION ... You are always sure that you are properly insured when you rent a car from a Hertz station.

ADDITIONAL INFORMATION ... Hertz Drive-Ur-Self service is available in over 500 cities and resort areas throughout the United States, Canada, Great Britain, Mexico and Hawaii. For complete information call your local Hertz station listed under "H", "Hertz Drive-Ur-Self", in the telephone book, or write Hertz Drive-Ur-Self System, Inc., Dept. 210, 218 South Wabash Avenue, Chicago 4, Illinois.

Look in your telephone directory under "H" for your local Hertz station

YOU CAN RENT A NEW CAR FROM HERTZ AS EASY AS **A B C**

"RC makes you
feel like **NEW!**"

says **LINDA DARNELL**

starring in

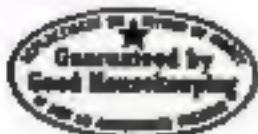
"**THE LADY PAYS OFF**"
A Universal-International Picture



"It's RC for me when I want
real refreshment. Ever since I
took the taste-test, and learned
how much better RC tastes, it's
been my favorite cola."

Yes, Linda, delicious, spar-
kling RC makes you feel like
new! And it tastes best, too!
TWO FULL GLASSES in the
BIG bottle—everywhere.

**ROYAL CROWN
COLA**
Best by taste-test



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the case of the

Confused Bride



My only excuse was ignorance, I guess—but nobody had given me the facts on men's underwear. It was while I was shopping for Phil right after our honeymoon. "I need some men's knit shorts—Jockey type—" I said—and the lecture started!



The salesman's eyes popped like mushrooms. "Young lady," he growled, "you must be very inexperienced!" "What do you mean?" I asked, not knowing whether to be flattered or hurt. "NEVER ask for Jockey type shorts, there is no such thing," he cautioned. "Jockey is a trade-mark owned by Coopers. So to get the real thing, ask for Jockey BRAND!"



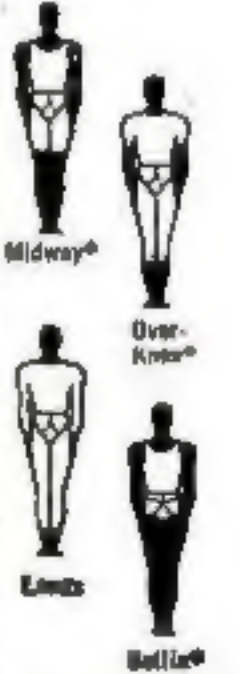
"What's the difference?"

I questioned. "Just all the difference in the world," he sputtered. "Jockey BRAND Underwear fits a man snug and smooth, gives him real he-man comfort plus masculine support. Naturally, there are imitations. But there's only ONE Jockey brand!"



"Will you ever forgive me?"

I begged the salesman. "The point is," he pointed out, "would your husband ever forgive you for bringing him a substitute for comfort? Always insist on Jockey BRAND Underwear—for the sake of your happy home." Which I do now, believe me!



All the world wears Jockey! Licensees: Canada—J. R. Moodie; Australia—Speedo Knitting Mills; British Isles—Lyle & Scott; New Zealand—Lane, Walker, Rudkin; Switzerland—Vollmeier; France—Vendier; Colombia—Tuslate, Ego; Italy—Sagit; Austria—Poeschl; Denmark—Taco; So. Africa—Ninian & Lester; Germany—Volme.



Shows fractions of a pound...

Now you can have an Accurate Scale in your Home

...for as little as \$7.95

Whoever steps on its roomy platform—tot, teen-ager, adult—the weighing answer is exact* when your bathroom scale is a Borg.

Weight-watching becomes so simple, too... right at home! Gain or lose a pound, you know it instantly. And the Borg's big "Binocular Dial" shows your weight *clearly* (no "squinting"—even to see fractions of a pound). Noiseless, slim, feather-light... made like a fine watch, for lifetime service. Remember your Borg is *guaranteed for life* under a Service Warranty.

Why "guess" at weight when a Borg costs so little? Only \$7.95 to \$10.95 (Denver west, 50¢ higher)—enamel or chrome, at better stores.



Be sure it's a Borg when you buy. Look for this trademark on the dial.

**BORG
SCALE**

*Guaranteed accurate within 1/4 of 1% at every point on the dial

You can believe your BORG

A Borg-Erickson product

LETTERS TO THE EDITORS

SPEAKING OF PICTURES

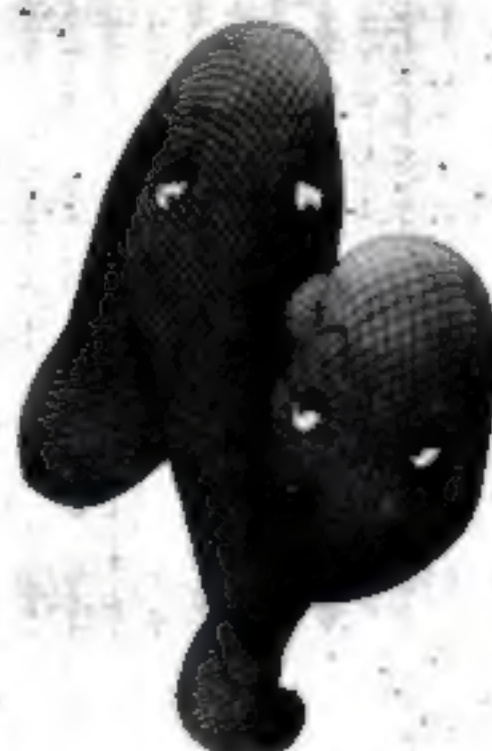
Sirs:

In Speaking of Pictures (LIFE, Oct. 1) Photographer Fernand Fonssagrives states in reference to his picture of the dancer: "The legs don't particularly look like legs."

Agreed! With these few additions and subtractions, the pair of lovely legs look like a pair of lovely elephants.

BOB DOWLING

New York, N.Y.



TAFT AND McCARTHY

Sirs:

As an "independent" voter I will not vote for a Republican candidate who supports or condones McCarthy. If the Republican party wants my vote, it must repudiate McCarthy for the reasons you give ("Taft and McCarthy," LIFE, Oct. 1).

WILLIAM M. DAVIS, M.D.

New York, N.Y.

Sirs:

... We need more McCarthys and fewer stuffed shirts and left-wingers. No one has attacked McCarthy's Americanism, which cannot be said of these scoundrels that you are apparently trying to cover.

CHARLES W. SMITH

Elizabeth, N.J.

Sirs:

It is too late for Senator Taft to repudiate Senator McCarthy. When Senator Margaret Chase Smith made her "Declaration of Conscience," the Ohio senator felt no twinges of conscience, and in the year that has elapsed his conscience has not spoken. If Taft ever does repudiate McCarthy, it will be only for political expediency....

HOLTON JETT JR.

Huntington, W. Va.

Sirs:

... If Senator Robert Taft does not endorse Senator McCarthy he'll not get my vote....

F. E. MCGILLICK JR.

Pittsburgh, Pa.

Sirs:

... If Taft eventually does repudiate McCarthy, he should be accorded the number of cubits one usually is allowed for coming in out of the rain. A year or so ago Taft could have been great; as it is, he may overextend himself and rise to mediocrity.

ARTHUR K. DUNLOP

Berkeley, Calif.

CONTINUED ON PAGE 11

MORE LIGHTS PER PENNY!



Four big reasons why you should always buy Ronsonol, America's largest selling lighter fuel—
① Laboratory tests prove it lasts longer than most other brands. ② Specially blended to light instantly. ③ Clean, full flame. ④ Pleasing fragrance. When you buy lighter fuel insist on the best. Insist on Ronsonol!

RONSONOL

**LIGHTER
FUEL**

Best for
ALL 'flint'
lighters

4 oz. can
25¢



Use extra long Ronson Redskin 'Flints'

ON GUARD



YOU ACCEPT NO SUBSTITUTE FOR
DAVID'S WORK GLOVES
LOADS OF WEAR IN EVERY PAIR

NOW GUARDING THE HANDS
OF MILLIONS OF AMERICAN
MEN AND WOMEN

IF YOUR DEALER DOES NOT
STOCK DAVID'S GLOVES, WRITE

DAVID'S GLOVES
INC.

BOX 150 - DEPT. L
SPRINGFIELD, OHIO

Cold Sufferers!

**DOCTORS
REPORT
MENTHOL
BRINGS
RELIEF**



More cold sufferers get relief from Luden's Menthol Cough Drops than any other cough drop!



5¢



It's true. All this food—and more—can be placed in the G-E Refrigerator shown below.

25% to 50% more food space

General Electric Refrigerators give you much more storage space than most refrigerators now in use . . . yet they occupy no larger floor area!



TWO separate appliances in one cabinet!

You get two appliances in one cabinet when you invest in a General Electric Refrigerator-Food Freezer Combination.

ONE: A large food freezer. It has its own separate door, its own separate refrigerating system, and its own temperature control. It's not just a short-time storage compartment for frozen foods. In it, you can freeze your own foods and safely store them for up to a year, for it maintains safe, zero-degree temperature.

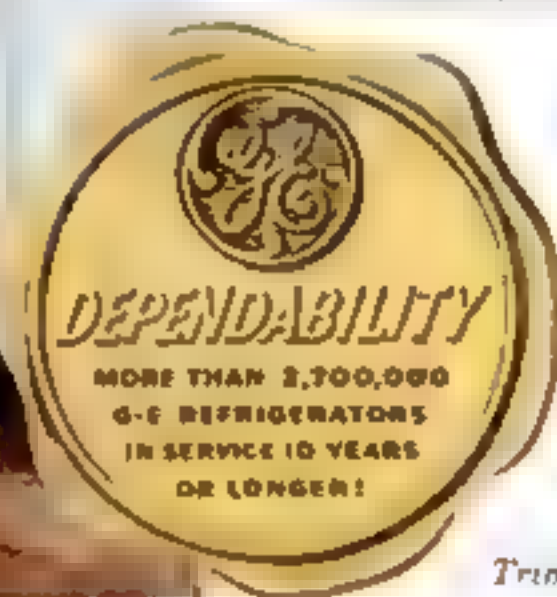
TWO: A de luxe fresh-food refrigerator. It has its own separate door, its own separate refrigerating system, and its own temperature control. In it, moist cold keeps your foods garden-fresh day after day.

And it is thoroughly dependable! No other appliance made, we believe, can quite compare with the General Electric Refrigerator-Food Freezer Combination in dependability, in quality and in convenience features.

See it today at your G-E dealer's. Look for his name in the classified telephone book. General Electric Co., Bridgeport 2, Conn.

General Electric REFRIGERATOR-FOOD FREEZER COMBINATION

Trim and specifications subject to change without notice



LOOK!
A REAL food
freezer!

Food Freezers are much-wanted appliances in America today! G.E. gives you a zero-degree freezer and a no-defrosting refrigerator in one cabinet!



Pick ONE cube
at a time!

Radi-Cube Ice Trays make it possible to pick out cubes singly, and return the rest—still in the dividers—to the refrigerator. Cubes will not drop out!



No more
defrosting!

Frost does not build up in the fresh-food section. Covered foods do not dry out! Foods remain crisp and fresh, in this General Electric Refrigerator.



No more
HARD butter!

Butter Conditioner mounted in the General Electric Refrigerator door keeps a full pound of butter at best temperature for mixing and spreading.



Ask your neighbors about G-E Dependability

GENERAL  **ELECTRIC**

SCIENCE WORKS NEW WONDERS IN MCGREGOR* SPORTSWEAR

*TRADE MARK MADE IN U.S.A. TELPON'S ACH. L.L. PAT. 2,511,000



Also available in Boys Sizes or write—McGregor Sportswear—David D. Daniger & Co., Inc., 303—5th Ave., N.Y. 16

About the Jacket the Warm As Toast Anti-Freeze brings you sleek, sturdy, water-repellent Nylon on the outside and DuPont's warm-as-toast, fluffy-soft, miracle fiber, Orlon, on the inside. Tailored in waist length model 26-95

About the Sportshirt William Tell. Wasn't he? Fannel Sport shirt is warm-as-toast, and as soft as the butter-vest-act! This fine 40" wool is tested washable..... 11-95 He'll never forget you gave him McGregor

MEN AND WOMEN SAY
NO OTHER SHAMPOO
USED GIVES YOU THAT

Clean

Cleans
Thoroughly
In One
Application...

Clean

Removes
Loose,
Unightly
Dandruff...

Fitch

Leaves Hair
Soft,
Lovely,
Manageable...

Feeling

Makes Scalp
Feel Tingly
Clean!



SWITCH TO

FITCH

DANDRUFF REMOVER SHAMPOO

THE REASON: Only Fitch is applied to dry hair undiluted... lathers from the scalp up... doesn't wash dirt in... actually floats out deep dirt. Try it today and feel the difference.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Only a leading conservative like Taft could draw away the McCarthy followers. The Ohio senator has much to gain and little to lose from such a maneuver. Repudiating McCarthy would gain Taft support from liberal Republicans. It would enable him to display leadership qualities he has been unable to do effectively since the 80th Congress. Desertion of ultrapatriotic elements would not lose Taft their support, since there would be no one else for them to rally behind in 1952. . . .

STANLEY B. KRONSTEDT

Minneapolis, Minn.

BOSOX CHOKES UP

Sirs:

Here is a picture of Cleveland's Doby and Boston's first baseman Hatfield which I took a split second before yours in the Red Sox vs. Cleveland game ("Once Again the Bosox Choke Up," LIFE, Oct. 1).

FRANCIS GARDNER

Rutland Heights, Mass.



GARDNER'S PICTURE



LIFE'S PICTURE

BABY COMES HOME

Sirs:

Couldn't wait to tell you how accurately "Baby Comes Home" (LIFE, Oct. 1) portrays the happenings on that eventful first day. My husband and I just went through the same experience five months ago and we should know!

Mrs. ROBERT M. REVERE

Newport News, Va.

Sirs:

Your picture of the young mother kissing her child on page 101 is the most beautiful and touching I have ever seen.

JAMES A. DUNN

Rutland, Vt.

ILLS OF INDIA

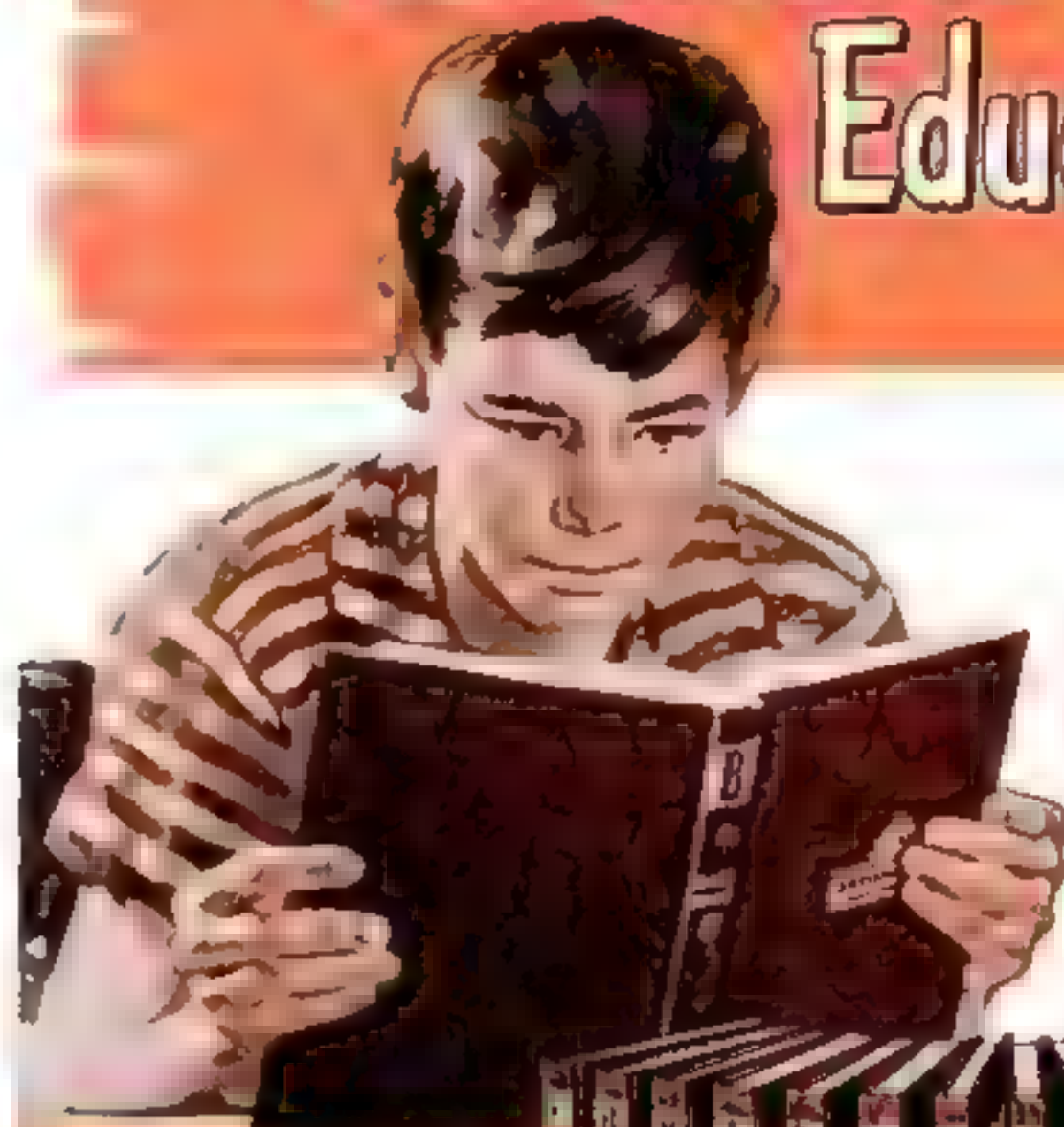
Sirs:

Heartily congratulations on Mr. William C. Bullitt's "The Old Ills of Modern India" (LIFE, Oct. 1). The article displays almost uncanny penetration into Indian affairs.

America and India must be friends, and the responsibility therefor rests in extraordinary fashion on ourselves.

CONTINUED ON PAGE 14

Adventures in Education



Your Child's Learning
can be

and

when you encourage
him to

Look it up in



BRITANNICA JUNIOR

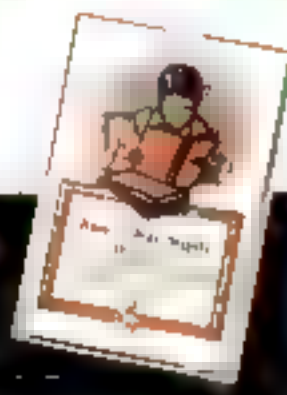
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Van Heusen *CENTURY*
has the patented
soft collar that
won't wrinkle

What is this amazing collar that has changed the shirt-wearing habits of American men? It's a specially woven one-piece collar—as soft as a fine linen handkerchief. And it's found only on Van Heusen Century shirts. Not a fused collar, not lined... has no stays... never needs starch. The patented one-piece construction makes it wrinkle-proof for life.

Easier to launder... easier to iron—even the fold line is woven in place. All this!... and good looks, too, in your Van Heusen Century shirt. In white or colors, with regular or wide-spread collars. *A new shirt free if your Van Heusen Century Shirt shrinks out of size.*

Phillips-Jones Corp., N. Y. 1, N. Y., Makers of Van Heusen Shirts • Sport Shirts • Ties • Pyjamas • Handkerchiefs • Collars



Perspiration won't wilt it! Always neat in any heat... always comfortable—has smart Van Heusen "Comfort Contour" collar styling.



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Fashion Academy Award 1951



ever!

Van Heusen 
CENTURY shirts

white—\$3.95, \$4.95; colors—\$4.50
Tie shown: new Van Heusen Century Shirt-mate, \$1.50

give your hair that "JUST-COMBED" LOOK

...all day long



Wonder-working
Viratol*
does the trick!



Try this tomorrow morning... First, groom your hair with new 'Vaseline' Cream Hair Tonic. See how neat and natural it looks! Then, hours later, notice how it *still* has that fresh-combed look.

The reason? A special new compound which makes hair look and feel natural... and keeps it in place for hours longer! It's called VIRATOL, and only 'Vaseline' Cream Hair Tonic has it!

There's Triple-A Lanolin in this completely new hair tonic, too. And it's homogenized for easy flow. Get a bottle today... you'll like it!

NEW

Vaseline

TRADE MARK

CREAM HAIR TONIC

* A special compound (with lanolin) that helps keep hair in place... gives it natural lustre.

VASELINE is the registered trade mark of the Chesebrough Mfg. Co., Cos'td

LETTERS TO THE EDITORS

CONTINUED

We as a whole are essentially ignorant of India and what she represents. Your article is bound to aid greatly.

JOHN CLARK ARCHER
Hooker Professor Emeritus
of Comparative Religion

Yale University
New Haven, Conn.

Sirs:

My observations while serving with the armed forces in India ran directly parallel to Mr. Bullitt's. American aid to India is being squandered on a seemingly hopeless case. We should withhold our aid to that country until its leaders meet their obligations to their own people and to the world, instead of living aloft in a world of dreams.

THOMAS D. DAVIES

Franklin, Pa.

Sirs:

As an American who has lived in India for many years, I was shocked at the Bippant article by W. C. Bullitt. Its tone was sneering, and it displayed colossal ignorance of many Indian institutions....

MARGUERITE MODAK

Nyack, N.Y.

Sirs:

If Mr. Bullitt reflects the general attitude of the Western mind toward the East there should be little wonder why they hate us. If the East has its sacred cows and monkeys, we have our insatiable jukeboxes and gambling rackets. India's Jains literally wouldn't hurt a fly. An American version demands the lives of thousands of mink. It is too easy to attribute India's dislike for us to an envy of our wealth. They have in its place a vast spiritual wealth and perception.

THOMAS C. MCGOWAN

Boothbay, Maine

HER ROYAL HIGHNESS

Sirs:

At last you have chosen a cover (LIFE, Oct. 1) that has interest, beauty and dignity! Princess Elizabeth gets my vote for one of the best so far!

MARGE J. MAKI

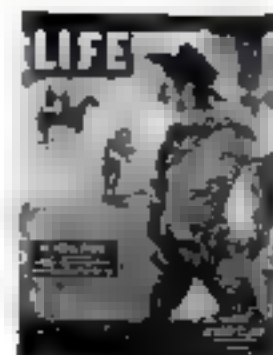
Seattle, Wash.

Sirs:

Before Photographer Karsh's picture of Princess Elizabeth and Prince Philip ("Britain's Next Ruling Family," LIFE, Oct. 1) would be used as a model for her coronation as Queen Elizabeth II,

CONTINUED ON PAGE 17

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where 2,000,000 women
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WASHING

THE WORKLESS WAY



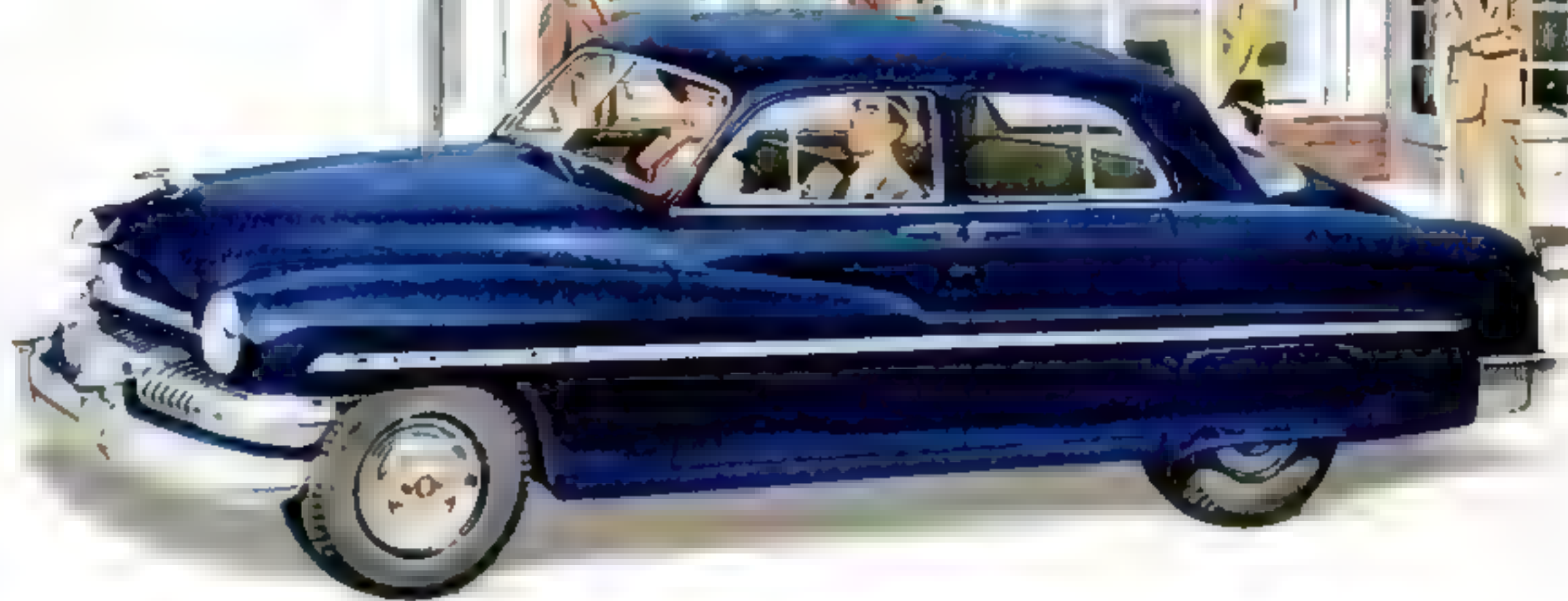
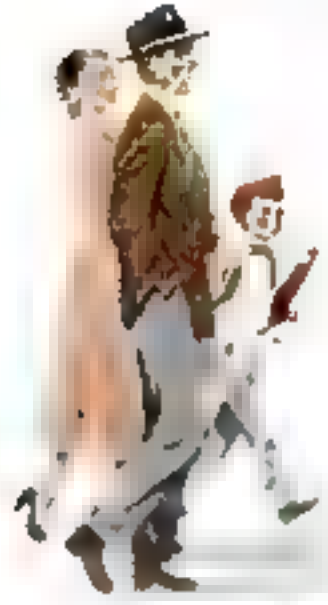
Don't be a slave to washday! Take your wash to your neighborhood LAUNDROMAT-EQUIPPED HALF-HOUR LAUNDRY. All the work is done for you *automatically*. Dry your clothes, too. Soft, fluffy. No work or weather-worries, either!

Westinghouse

AUTHORIZED

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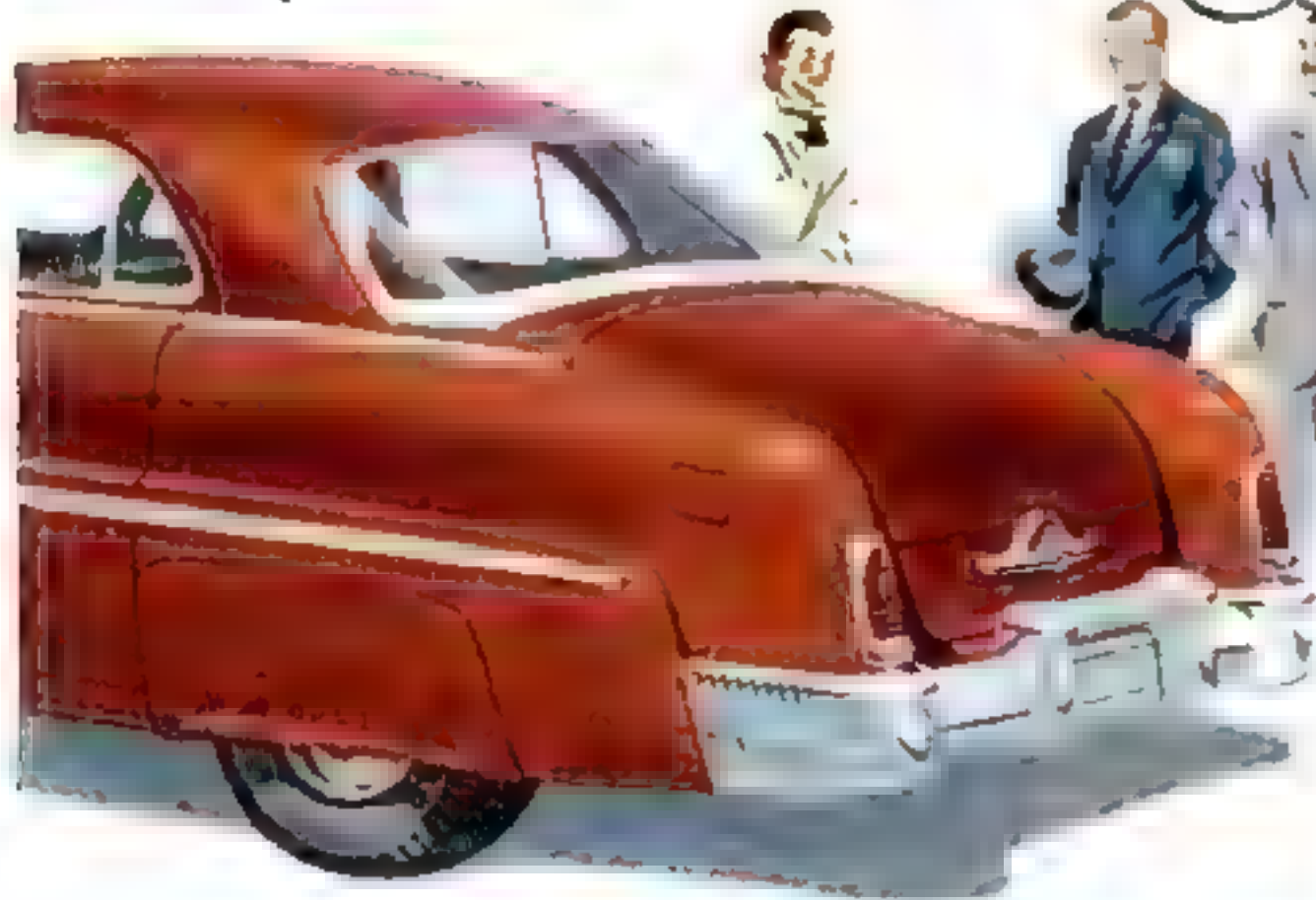
Right for the road



ROAD TEST A MERCURY FOR PROOF OF PERFORMANCE!

PRESS THE STARTER BUTTON. Feel Mercury's purring power spring to life. Slip out onto a busy street. Discover how Mercury's feather-light steering, velvet-smooth brakes melt traffic tension. Find a steep hill. Relax as Mercury quietly goes to work. For here you will find a reservoir of high-compression V-eight power that gives you plenty of get-up-and-go even in the toughest driving. Here are pace, balance, and hustle that add new joy to motoring. Performance? You're *right* there with Mercury!

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BUDGET TEST
A MERCURY
FOR PROOF
OF VALUE!

Does it have a down-to-earth first price? Mercury's price tag you can understand—a big dollar's worth for every dollar invested.

Will you be sure of good gasoline mileage? Mercury has proved its more-miles-per-gallon by winning officially sponsored economy tests.

Is it famous for long life? It is indeed! 92% of all Mercurys ever built for use in the U. S. are still on the road, according to official registration figures.

Will upkeep stay low? You save money year after year. Mercury's famous stamina keeps repair bills at a rock-bottom low.

Will trade-in value stay high? Mercurys keep their value; used-car market reports consistently prove it.

Does it represent solid value? Mercury owners say YES! So will you when you get the story from your Mercury dealer. See him soon.

MERCURY D VISION—FORD MOTOR COMPANY.

3-WAY CHOICE! For "the drive of your life!" Mercury offers you a triple choice in dependable transmissions. Merc-O-Matic Drive, the new simpler, smoother, more efficient automatic transmission—or thrifty Touch-O-Matic Overdrive are optional at extra cost. There's also silent-ease standard transmission.

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MERCURY

2-WAY TEST—

for "the buy
of your life!"



THE LEE TRINITY...\$10

YOUR HAT, SIR...

AND NATURALLY A

Lee

For that 'natural' American look: Lee pre-shaped Trinity. Worn brim up or down...in town or country. And it's shaped for you...forever.

Truly water-repellent, more life-retaining, too. It's treated with DuPont "Aridex."*

Other handsome Lee hats from \$7.50 to \$20.

Fashion Academy Gold Medal Award for 1951

*NOT TAKES LONGER TO DRY THAN A LEAF
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WORLD'S FINEST BLADES
NOW 20 FOR 89¢
10 for 49¢ — 5 for 25¢

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Yes, Personnas are now half their former price—but still the world's finest blades. Prove it to yourself—at no risk—by getting a pack of Personnas. Use as many blades as you wish... and if they do not give you incomparably smooth shaves, return dispenser to us for full refund! Personna, Inc., 43 W. 57th Street, N. Y.

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NEW! Metal injectors
fit injector
razors perfectly.

20 for 89¢
10 for 49¢ — 5 for 25¢

NEW!
Built-in
vault for
used blades.

LETTERS TO THE EDITORS

CONTINUED

several more traditions might be invoked. Customarily the position of the heads of the rulers is alternated on the coins. George VI shows his left side. By tradition, the coins of Elizabeth should show her right side. Traditionally, the prince consort would not appear on the coins of Elizabeth as queen even though King Stephen in the 12th Century was shown with his queen, Matilda, and Mary Tudor permitted her husband, Philip II of Spain, to appear with her on the coins. William and Mary, whose faces both appear on the coins, are a different case since they were joint rulers. Queen Anne did not allow the appearance of her prince consort, George of Denmark, nor did the last queen regnant, Victoria.

L. V. LARSEN

Coshocton, Ohio



• Alternating positions of heads are shown in top row: George II and successor, George III. In middle row: queen with consort, Mary and Philip, and joint rulers, William and Mary. In bottom row, queens without consorts, Anne and Victoria.—L.D.

THE BARUZZIS

Sirs:

"LIFE Calls on the Baruzzis" (LIFE, Oct. 1) took me back nearly 20 years when, as a little girl, I believed only witches and ghosts inhabited that huge mansion. I was gratefully surprised, then, when the Baruzzis found only resplendent rooms, giant fireplaces and a comfortable place to call home.

ELENA TORCH

Chicago, Ill.

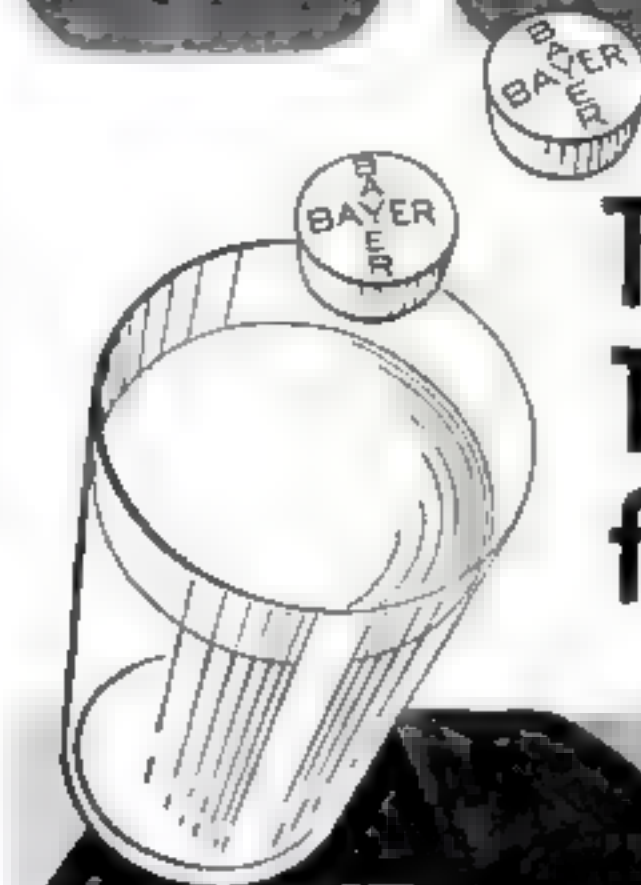
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At the First Sign of a

COLD



Take 2 Bayer Aspirin Tablets with a full glass of water...



and feel better *FAST!*

HERE'S ADVICE about colds that we think your own doctor will tell you is sound and effective.

No matter how you try to stop or shorten a cold, the first thing to do—before you do anything else—is to take Bayer Aspirin.

You should do this because a cold is almost invariably accompanied by muscular aches and pains—and a headache, feverish feeling. And for your own good, you need a medication that will relieve these distressing symptoms—relieve them quickly.

One reason Bayer Aspirin tablets

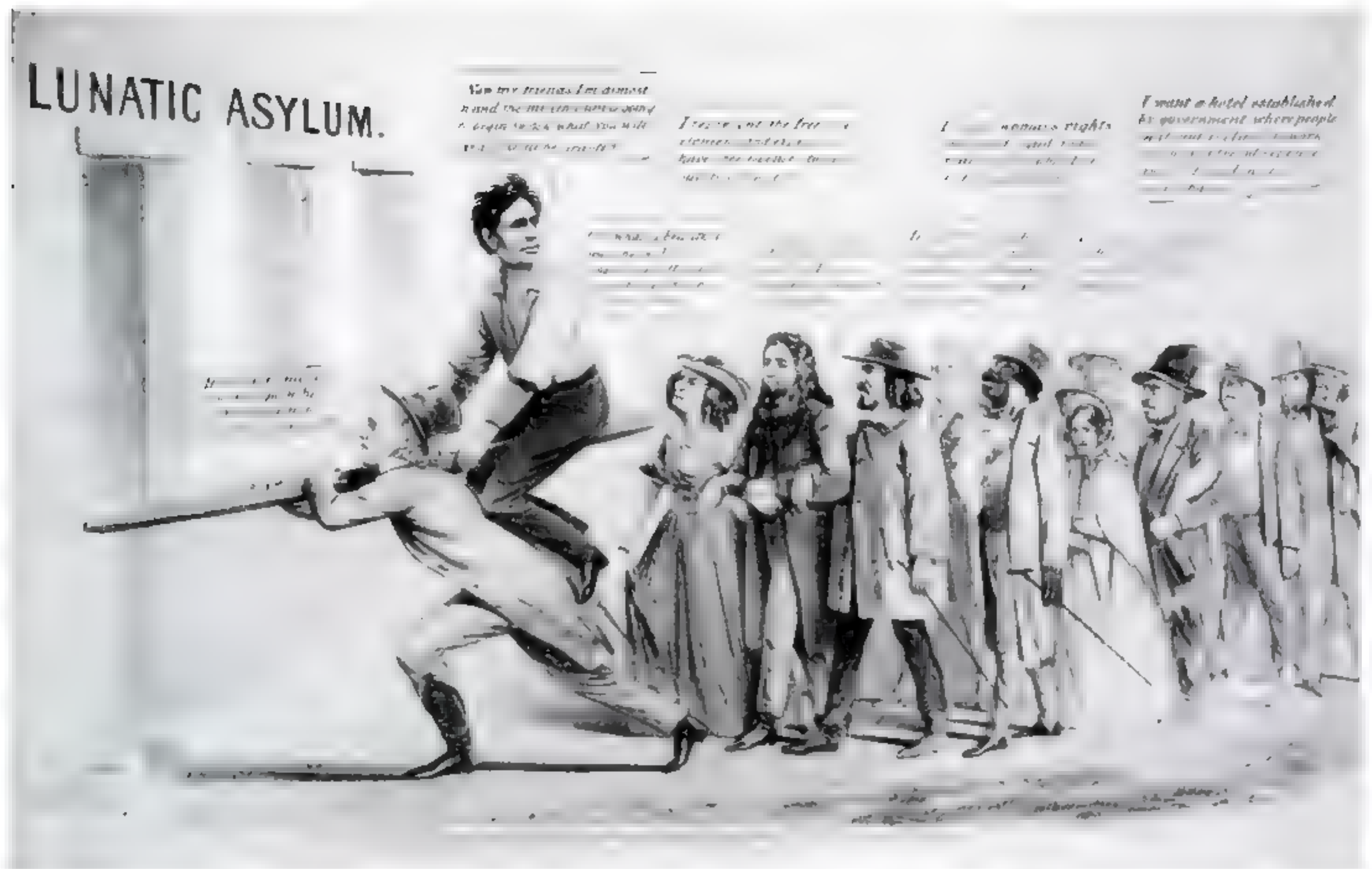
bring you this relief is that they're ready to go to work with amazing speed... actually start disintegrating almost instantly.

This Bayer way of feeling better fast—tested and proved by millions—is now being used by more men, women and children than ever before.

So don't experiment with a cold. Use Bayer Aspirin. And for sore throats due to colds, gargle three times daily with 3 Bayer Aspirin tablets dissolved in 1/2 of a glass of water. When you buy, always be sure to ask for Bayer Aspirin, not just for "aspirin" alone.

Because no other pain reliever can match its record of use by millions of normal people without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN



LINCOLN, saintliest of all U.S. presidents, is shown in Stefan Lorant's *The Presidency* as a befuddled candidate who was willing to promise everybody everything. In this 1860 Currier & Ives cartoon, titled "The Republican Party going to the

right house," Lincoln is being carried into the madhouse on a rail by Horace Greeley, the editor of the *New York Tribune*, and followed by a strange assortment of his other supporters who advocate everything from free love to free living.

SPEAKING OF PICTURES...

...A new book documents the sufferings of presidents at the hands of cartoonists



JEFFERSON, helped by the Devil and fortified with brandy, tries to pull down the federal structure erected by Washington and Adams. Because he believed in a broad democracy as opposed to government dominated by the aristocratic, Jefferson was regarded as a dangerous radical by Federalist opponents in 1801.



JACKSON, the patron saint of present-day Democrats, was a crusty president who detested "private privilege" but attacked it in an imperious manner. His enemies caricatured him as a would-be king in 1836 after his denunciatory veto of the bill to recharter the privately owned Bank of the United States.



ZACHARY TAYLOR, hero of the battle of Buena Vista in the war with Mexico (1847), was a good soldier who followed orders. Next year, while he was running successfully for the presidency, his war record was attacked in this cartoon, "an available candidate, the one qualification of a Whig president."



TEDDY ROOSEVELT (whose face and mannerisms were so striking that even his studio portraits sometimes looked as though he were burlesquing himself) was meat and drink to U.S. cartoonists for a generation. Here, in a *Puck* cartoon called

"Ave Theodore!" published three days before the inauguration in 1905, T.R. leads a parade of captives toward the White House. Only one other president, a fifth cousin of the same name, has been so widely and hilariously caricatured.

In *The Presidency*, an impressive, 775-page book published this week by The Macmillan Company (\$15), Stefan Lorant presents a pictorial history of presidential elections from Washington's to Truman's. Most Americans know how these turned out, but will be amazed at the fiendishness with which they were conducted. The chief fiends were not the candidates, but newspaper and magazine cartoonists like Thomas Nast, Matt Morgan and

Bernhard Gillam who gleefully mangled every nominee except Washington, who escaped only because he was unopposed. Men such as Jefferson and Lincoln, now considered almost beyond reproach, suffered far worse abuse in their times than Truman does today. However, the hundreds of illustrations in the book also show that presidents should not point to abuse as an indication of greatness. The cartoonists were very often right.



GRANT, blearily lifting a glass to be refilled, was lambasted by *Leslie's Weekly* when he sought re-election in 1872. Well-meaning but fond of liquor and gambling, the great Union general was a wretched judge of character who allowed his administration to be corrupted by thieving appointees. Here they keep him stupefied with drink and flattery while Liberal Republicans (right) watch coldly. The Liberals bolted the party in disgust and nominated Horace Greeley and B. Gratz Brown, the author of the glittering lines overhead. Grant beat them easily.



CLEVELAND, running for his first term in 1884, got rough treatment from enemies who accused him, with some justification, of fathering the illegitimate child of a 36-year-old woman named Maria Halpin. In this cartoon Henry Ward Beecher, the eloquent anti-slavery preacher who vigorously defended Cleveland against such personal attacks, says, "Your burden is too heavy; let me carry it."



*Traditional as the first cold snap
is the switch-over to Florsheim
Winterweights . . . among men who
are weather-wise and value-wise.
They know it's an investment
in warm comfort, good health, and
shoe economy because they've
found that Florsheims are
winter-proof, weather-proof, and
almost wear-proof!*

Florsheim Shoes

WEATHER-SEALED—

*so that when it rains,
they score!*



*The Viking S-1311,
stitched top,
Scotch grain.*

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

THE PRESIDENCY CONTINUED

ALSO-RANS GOT IT TOO



JAMES G. BLAINE, the "continental liar from the State of Maine" who had "wallowed in spoils like a rhinoceros in an African pool," ran against Grover Cleveland in 1884. Here, in a murderous cartoon for *Puck*, Bernhard Gillam shows Blaine, his toga snatched away, tattooed with scandals from head to foot.



HORACE GREELEY, who opposed Grant in 1872, was attacked by Thomas Nast, who linked him with Boss Tweed (left) and accused him of accepting tobacco shares. Poor Greeley, who did not know whether he was "running for the Presidency or the penitentiary," lost election, died insane three weeks later.



WILLIAM JENNINGS BRYAN, who ran vainly for the presidency three times, here makes his bid to get the Democratic nomination in 1908. Cartoonist E. W. Kemble drew him as a repulsive old Salome, dancing before all that remains of the Democrats, who had lost four presidential elections in succession.

IT'S GONNA GET COLD!



Here's how we can get your car ready for winter...

- Your engine will be protected with **CUSTOM-MADE HAVOLINE**. It's heavy-duty . . . the best motor oil your money can buy!
- Your chassis will be protected against wear with **MARFAK**. You'll enjoy that *cushiony* feeling and quieter, easier winter driving.
- Your transmission and differential will be protected with the *correct*, winter grades of Texaco quality lubricants.
- All through the winter you'll get quick starts and fast warm-ups with

Texaco *Sky-Chief*, the premium gasoline with a punch because of *Volatane Control* . . . or famous, regular-priced Texaco *Fire-Chief* gasoline.

- And! Your radiator will be protected for sure with **PT anti-freeze**. It's anti-boil (non-evaporating) . . . anti-rust. No costly freeze-ups because PT stays PuT all winter!
- All this protection and more too from your Texaco Dealer
- . . . the best friend your car ever had.

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Your legs can be

your prettiest accessory

IN SHEER SHEER

Berkshire stockings

For the luxury touch that can make your legs your prettiest after-dark accessory, ask for the stockings that shape a prettier curve... fabulous Berkshire 60s in sheer sheer 15 denier.

"60" means more stitches to the inch... for smoother texture, more snag resistance, longer wear.

SMOOTH AND SHARP... FOR IMPACT AFTER DARK, PLAY SMOOTH BLENDING COLORS AGAINST ONE OR TWO SHARP ACCESSORY NOTES THIS NEW WAY:

SMOOTH: THE BERKSHIRE 60 GAUGE STOCKINGS IN SMOOTH TAUPE TO BLEND WITH THE INKY BLUE OF A CLEVER LITTLE COCKTAIL HAT AND FRIVOLOUS OPEN-HEELED SHOES TO MATCH.

SHARP: THE HOT PINK OF THE 1/2-BUTTON GLOVES, AND LACE-SHEATHED CLUTCH PURSE.

SMOOTH AND SHARP: THE BLUE, GOLD AND GLITTER NOTES OF JEWELRY AND THE BIG PINK LKEN ROSE, ALL FROM H. & S. FOGUE, CINCINNATI.

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CONTENTS

THE WEEK'S EVENTS

SOLDIERS SHED BLOOD IN KOREA	29
... BUT IT IS HARD TO REPLACE IT FROM U.S. DONORS	26
IT'S A BUMPER YEAR FOR FAIRS	30
CANADIANS GREET A FUTURE QUEEN	32
GANGSTER IS BURIED IN THE OLD-TIME STYLE	36
SOLD. ONE TOWN	51

EDITORIALS

THE CAMPAIGN BEGINS	38
OUR NEW ATOMIC POWER	

PHOTOGRAPHIC ESSAYS

THE SUEZ CANAL	78
PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN	
CHAMP RIDER	123
PHOTOGRAPHED FOR LIFE BY HY PESKIN	

ARTICLE

THE WAR MEMOIRS OF WINSTON CHURCHILL, VOL. V, PART 2	88
ILLUSTRATED BY DAVID LOW	

SCIENCE

ISLANDS OF ICE MAY SERVE AS FLOATING BASES	66
--	----

TELEVISION

SKELTON'S RUBBER FACE	71
-----------------------	----

FASHION

JUST RABBIT	114
-------------	-----

SPORTS

"NEVER SAW A REPORT LIKE IT"	133
------------------------------	-----

THEATER

"SAINT JOAN"	141
--------------	-----

OTHER DEPARTMENTS

LETTERS TO THE EDITORS	8
SPEAKING OF PICTURES: NEW BOOK DOCUMENTS SUFFERING OF PRESIDENTS AT HANDS OF CARTOONISTS	18
PEOPLE	43
NEWEL, OLD HEARS REVISITED	81
LIFE'S PARTY: HANNAH OLSEN	148
MISCELLANY: A DISENCHANTED CASTLE	155

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LIFE'S COVER

His legs spread wide, his arms akimbo, his jaw set confidently, Casey Tibbs (pp. 123-129) appears on LIFE's cover in a posture familiar to rodeo fans. Hy Peskin took Casey's picture just before he dropped down on the back of a wild bronc and made a spectacular ride in the rodeo arena at Pendleton, Ore. Casey, considered the best bronc rider in the business, has won 42 belt buckles, seven saddles, two sets of spurs and approximately \$100,000 since he started rodeoing eight years ago. Two months ago he won the attention of Hollywood and after playing a bit part in a movie currently being made about rodeos he is now being considered for a larger role.

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2: 15: MICHAEL ROUGIER	65 THROUGH 68: OFFICIAL U.S. AIR FORCE PHOTOS
25: 21: LT. LOUIS FAJER, CON. PFC JOHN BURNS FROM MILITARY AIR TRANSPORT SERVICE EXC. T. LOUIS FAJER BY PFC JOHN BURNS FROM MILITARY AIR TRANSPORT SERVICE EXC. T. LT. DICKEY CHAPELLE FROM AMERICAN RED CROSS	71 THROUGH 75: ALLAN GRANT
28: CARROLL SEGHERS, YALE JOEL—OFFICIAL U.S. NAVY PHOTO—U.S. ARMY PHOTO. CARROLL SEGHERS	76: KRP BY JAMES LEW CKI, DAVID DOUGLAS DUNCAN
29: BARNEY COWHERD	77 THROUGH 82: DAVID DOUGLAS DUNCAN
30, 31: JOHN DOMINIS, KOSTI RUOHOMAA FROM B.S. JACK HOBES FOR GREENSBORO DAILY NEWS, CHARLES DANIEL KOSTI RUOHOMAA FROM B.S.	83: INT. BETTMANN ARCHIVE
32: 11—LEONARD MCCOMBE, PRITCHARD FOR MONTREAL GAZETTE. LEONARD MCCOMBE: PIX	84: DAVID LOW
34: STUDIO ROGER BEARD, LEONARD MCCOMBE 2. LEONARD MCCOMBE: PIX. LEONARD MCCOMBE, STAR NEWSPAPER SERVICE, LEONARD MCCOMBE	87: BY COURTESY OF GENERAL SIR LESLIE C. HOLLIS, K.C.B., K.B.E.
35: LEONARD MCCOMBE	88: INT. U.S. ARMY PHOTO—A.P. JOHN PHILLIPS, U.S. ARMY PHOTO—JOHN PHILLIPS, U.S. ARMY PHOTO. JOHN PHILLIPS
36: 37—LOUIS TUNNO FOR PATERSON EVENING NEWS, POST PHOTO BY MELLOR © N.Y. POST CORP., GEORGE ULRICH FOR NEWARK STAR LEDGER, A.P. ALBERT PENN—GEORGE ULRICH FOR NEWARK STAR LEDGER, N.Y. DAILY MIRROR FROM INT.	89 THROUGH 100: WORLD © LONDON EVENING STANDARD AND COURTESY CANADA WIDE
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	121 THROUGH 125: HY PESKIN
	133: ACME—A.P.
	134: A.P.
	136: INT.
	138: ACME
	141 THROUGH 144: GLOM M.S.
	148 THROUGH 151: A.Y. OLSEN
	153, 154: CORNELL CAPA
	155: PETER ANDERSON—CORNELL CAPA—PETER ANDERSON

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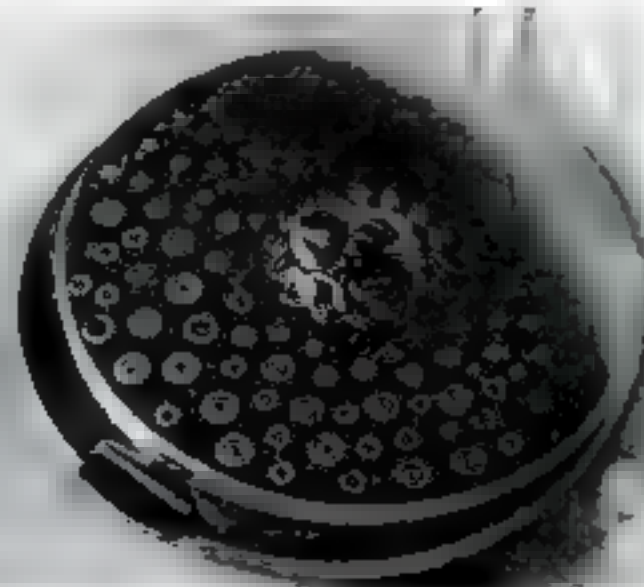
IT'S NEW

it's different

Yardley Feather-Pressed Powder is feather-light, feather-soft face powder. It doesn't spill . . . it doesn't cake . . . it doesn't crumble . . . yet it powders at the feather-touch of a puff. In its own handy, purse-perfect compact, \$3.75 . . . or, \$1, in portable case with puff (it's also a refill). Both plus tax.

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LIEUT. COLONEL DIRECTS THE ATTACK

ALL ALONG THE BLOOD IS

"It's as bad," said a Marine in Korea last week, "as the worst we ever saw in the Pacific." The truce talks between the U.N. and the Reds had been resumed but the fighting went on in a sequence of even fiercer engagements. U.N. troops were advancing along the ridge lines and over the mountain peaks, taking positions the Reds had set up as part of a winter defense line. It was slow and bloody work. Sometimes a summit had to be retaken four or five times. Infantrymen moved doggedly up the steep, rock-strewn slopes of shattered hillsides and stretcher bearers came endlessly back down.

When General James Van Fleet concluded some weeks ago that the Communists were stalling in the truce negotiations, he began to move his Eighth Army forward in a series of limited offensives.

This month as the crisp bite in the air foretold another subzero Korean winter, Van Fleet started his latest offensive. It seemed to have



WOUNDED GI, shot in the neck, is helped onto a stretcher to be carried down trail under mortar fire.

← GI STEELS SELF TO SEE IF DEAD MAN IS FRIEND



CAPTAIN CALLS FOR ARTILLERY FIRE

FRONT IN KOREA FLOWING

two important purposes: to force the Reds to settle down to serious negotiating, and to take ground which could be well defended or from which an all-out attack could be launched. U.N. airpower hit Red supply lines and the Navy's big guns kept after coastal supply routes. To keep the enemy off balance, Van Fleet sent tank columns charging up the valleys in hit-and-run raids. But the Chinese and North Koreans managed to get mortars and artillery up to the front to back up their well-dug-in troops. So, as usual, the rough part of the job went to infantrymen who, like the soldiers of the 7th Cavalry shown here, went up into action past the dead bodies of their friends.

But as Americans in Korea were losing their blood, Americans at home were saving theirs. Although a few U.S. citizens (pp. 26-29) recognized the need, most were leaving unanswered the desperate calls for blood to replace that staining the stretchers on the Korean hillsides.



DEAD CHINESE is ignored by men of 1st Cavalry Division, spearhead of U.S. advance in center.



EMERGENCY TREATMENT is given by three soldiers to man who has just been seriously hit. One

of the soldiers is pulling the wounded man's tongue out so that he will not swallow it and choke to death.



IN NEW YORK, MARGARET BURNETT HOLDS AN EMPTY PINT BOTTLE AS SHE WAITS TO GIVE HER BLOOD

HOUSEWIFE'S BLOOD GOES TO A GI

To keep a safe supply of blood and plasma flowing to the Korean battlefields, the Armed Forces needed 300,000 pints a month. They were getting only 150,000. The Army's reserve supply was running out, and if it vanished entirely men would die who might otherwise have lived. But despite the crucial need, the Chiefs of Staff could not buy blood or have it manufactured to order. They could only ask people to give it. One of the few who did is Mrs. Margaret Burnett of New York City (*above*).

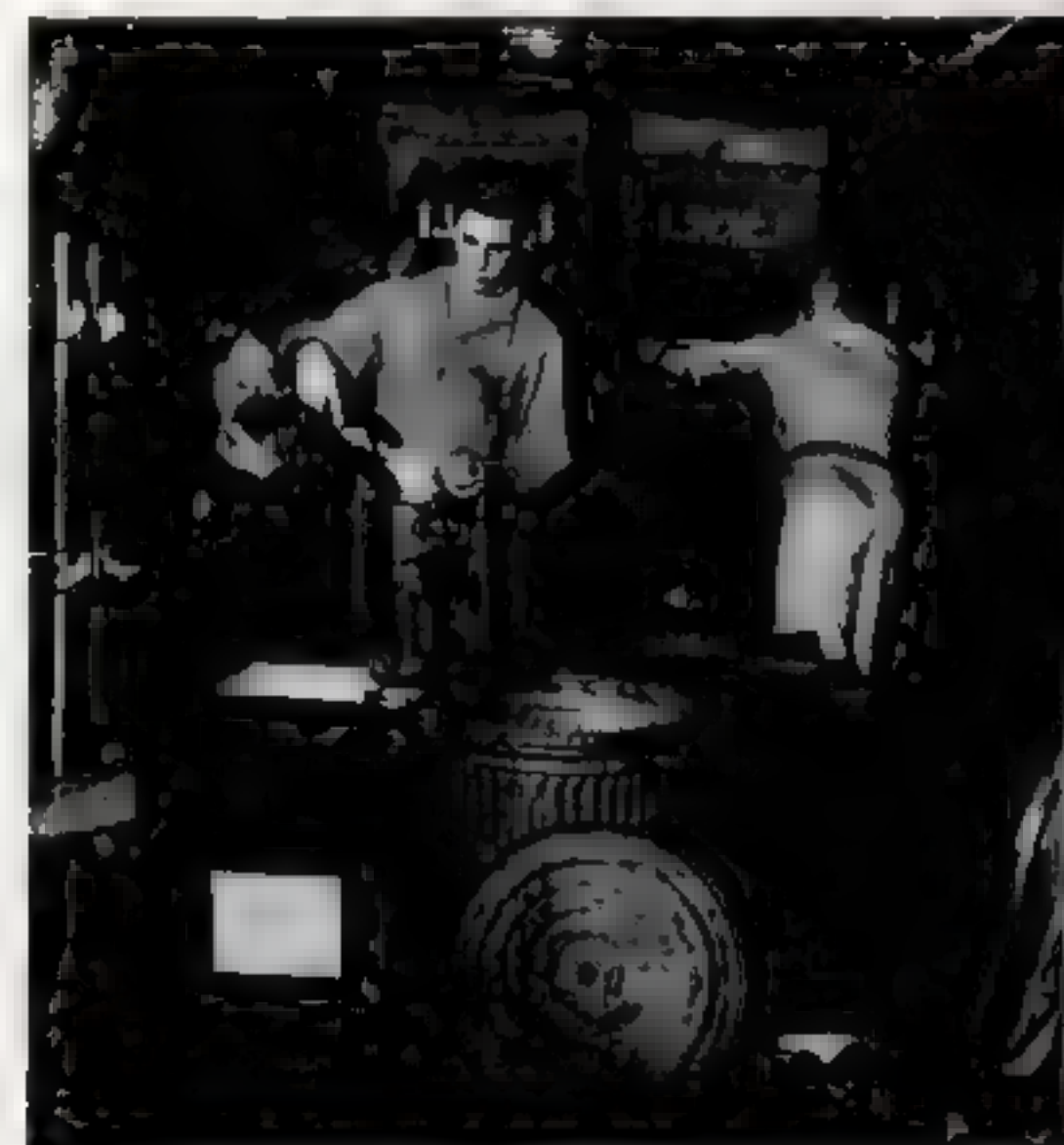
On Sept. 25, Mrs. Burnett, a housewife, was buying wallpaper in a midtown Manhattan shop. While she was waiting for her order she remembered that the Red Cross blood donor center was located in the same block. She had a few minutes to spare. At the center a volunteer worker took down a few vital statistics. A technician typed her blood. A doctor listened briefly to her heartbeat. Then a nurse gently slipped a needle into a vein in her left arm. Fifteen minutes later Mrs. Burnett had filled a

pint bottle with her blood. The bottle was given a number, 72711A, and sent along for testing. Mrs. Burnett drank a cup of coffee and then went home.

On Oct. 4, 18-year-old Pvt. Richard C. Cilley, an infantryman in the 1st Cavalry Division, was advancing over the top of a ridge in North Korea when enemy fire forced him to take cover behind a rock. He was trying to cover two men ahead of him when the Reds attacked with hand grenades. Cilley was wounded in the legs and groin. Corpsmen carried him to a collecting station where a helicopter picked him up and brought him to a mobile Army surgical hospital. He needed whole blood. The doctors opened a case just in from donor centers in the U.S., relayed half way round the world by plane, truck and helicopter. They took out a pint bottle and drained it into his thirsty veins (*extreme right*). The number on the bottle was 72711A. Margaret Burnett's blood had reached its destination, nine days after she had given it in New York.



IN LAB sample of Mrs. Burnett's blood is tested to determine type—make sure that it meets standards.



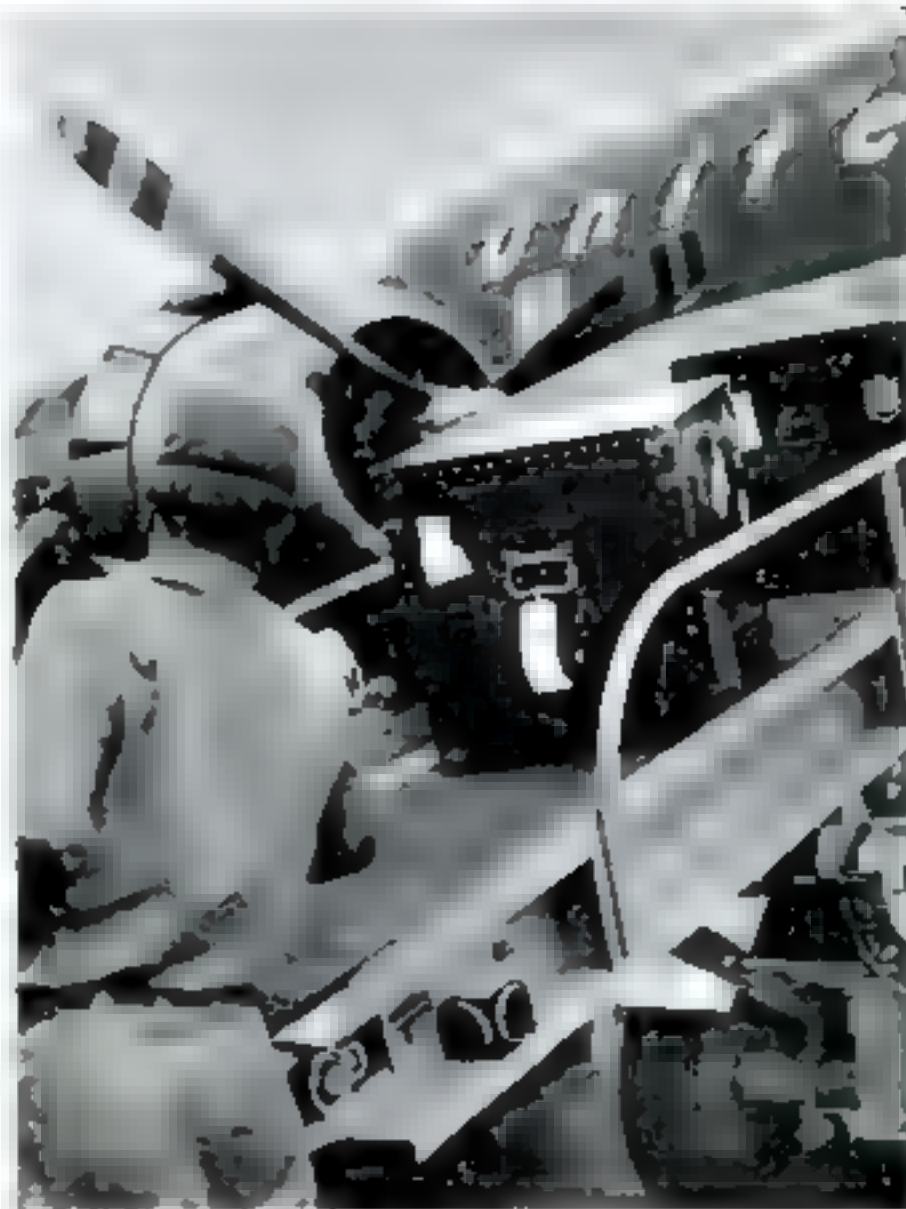
AT HONOLULU the blood, now in insulated cardboard cartons, is re-iced for trip to Japan and Korea.



MOBILE HOSPITAL is only 30 miles behind the front. It is the most advanced medical unit in which



IN SHIPPING ROOM her pint is sealed, ticketed and set out to be packed in refrigerated trunks.



AT AIRPORT in New York, trunk containing Mrs. Burnett's blood is put on a fast commercial airliner.



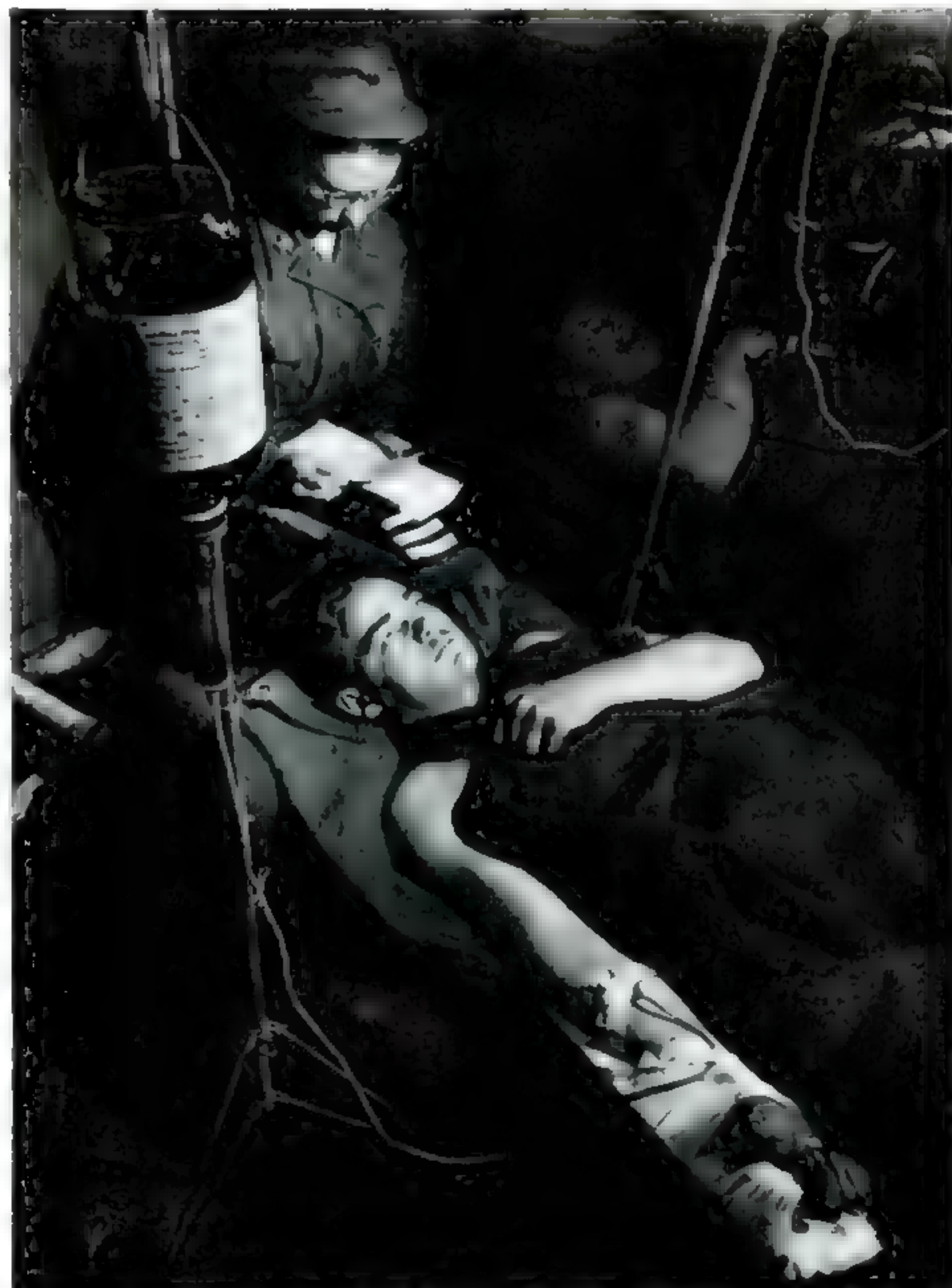
AT WEST COAST blood awaits retesting, repacking, transfer to Military Air Transport Service plane.



AT ADVANCE BASE in Korea blood goes aboard helicopter to be delivered directly to mobile hospital.



surgery is performed. Wounded get emergency operations here, are then transferred to base hospitals.



RECEIVING THE BLOOD given by Mrs. Burnett nine days before, Private Gilley lies in mobile

hospital as nurse fills out medical report. Thanks to donated blood the young soldier had a chance to live.



TOWNSFOLK TURN OUT for mass blood donation at Orlando, Fla. Junior Chamber of Commerce

drive brought 1,500 people. Only 527 could be handled during day. Others pledged future donations.

NOT ENOUGH DONORS TO FILL EMPTY WAREHOUSES

As the supplies of blood dwindled to dangerously low levels, a few groups of people who understood what blood means to a wounded soldier began queueing up at donor centers. Fifteen hundred citizens of Orlando, Fla. converged on a donation point en masse (above). So did 112 monks and priests in the Bronx and employee groups from industrial concerns throughout the country. But U.S. citizenry as a whole has been chalking up a dismal record: with 60 million potential donors, each of whom could safely give five pints a year, civilians have parted with less than 700,000 pints during the last 12 months. In 1944 they gave more than five million pints. To make up for the lag, nearly all reserve stockpiles of plasma, which can be stored up for five years, and whole blood, which lasts 21 days, have had to be used, leaving the warehouses empty (opposite page).

The Department of Defense considers the shortage so serious that it is asking for blood from military personnel both in U.S. bases and

overseas (right). It expects to get as many pints from some 3.4 million service men as the Red Cross is able to wheedle from the 60 million eligible civilians between the ages of 18 and 59.

The great need for blood in Korea is based partially on a new medical concept of the value of transfusions: while the average World War II casualty received one pint of whole blood and one pint of plasma, the average wounded man in Korea gets four of blood and two of plasma. This lavish use of blood is paying off in lives saved; the death rate for Korean wounded is roughly half that in World War II. Major General Erskine Hume, Chief Surgeon for the Eighth Army, told Scripps-Howard Correspondent Jim Lucas, "We literally pour blood in sometimes, but we've saved lives and that's what counts. . . . Of every 1,000 wounded brought into our hospitals, 983 walk out alive. . . . One of my jobs is to hand out Purple Hearts. Every time I do I see men who would be dead if it weren't for the whole blood we used on them."



RECRUITS ROLL OUT during their first week of infantry basic at Fort Dix, N.J. to give blood. After

donation they get coffee and doughnuts, then usually are excused from training routines for half a day.

Blood Donors CONTINUED



PATRIOTIC MONK is one of 112 Catholic teachers in Bronx who donated their blood on same day.



BATTLE ZONE SAILORS give to mobile blood bank unit aboard U.S.S. Essex off Yokosuka, Japan.



GRATEFUL VET whose life was saved by plasma when he lost leg was eager donor in Orlando drive.



PITIFULLY SMALL STACK OF PLASMA REMAINS
IN ONE OF BIGGEST U.S. STORAGE CENTERS.
MOST OTHER WAREHOUSES ARE JUST AS BARE.



IN DALLAS A RANCHER TAKES THE KIDS FOR A RIDE ON A 82-FOOT-HIGH DOUBLE FERRIS WHEEL

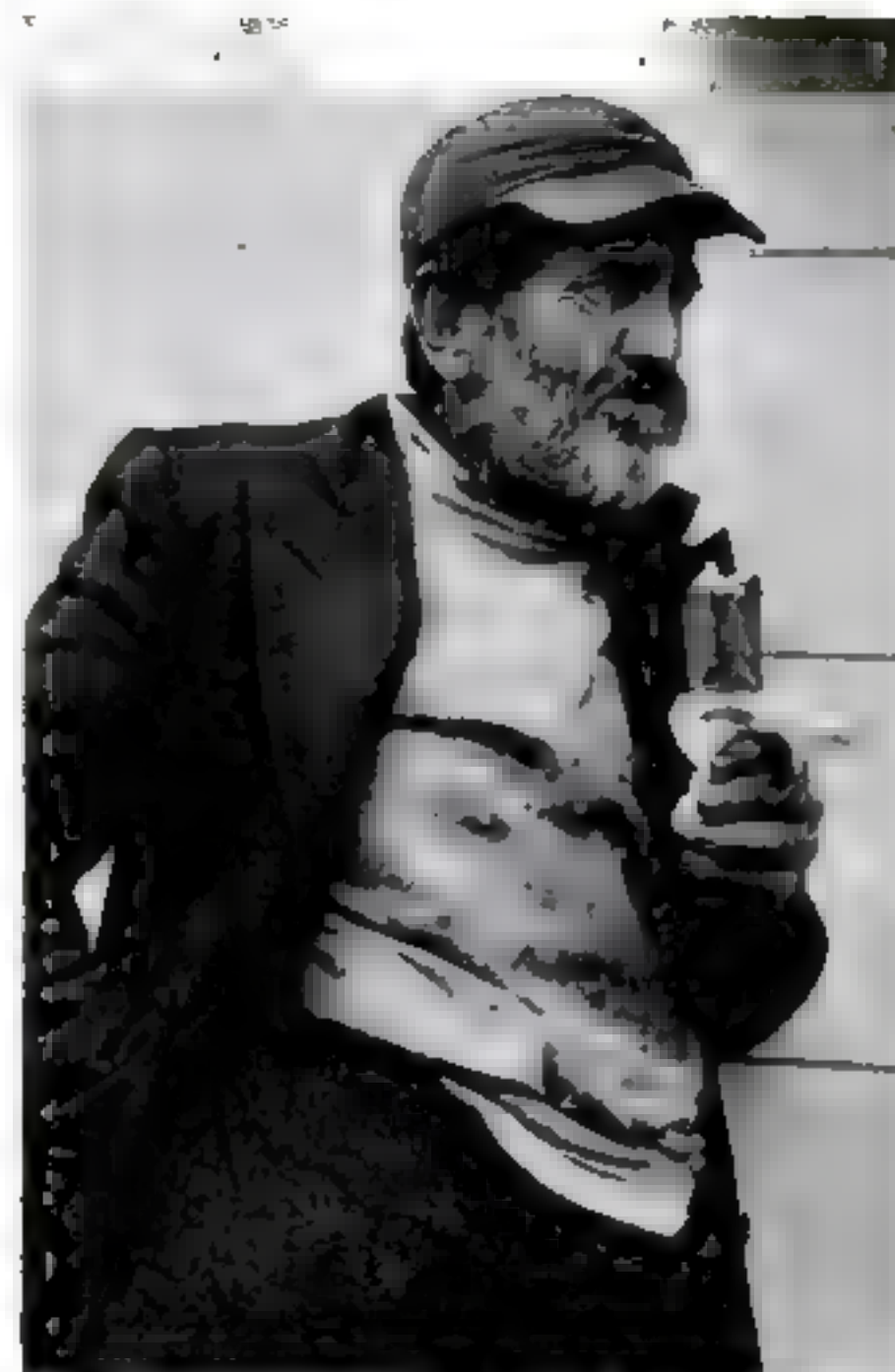
IT'S A BUMPER YEAR FOR FAIRS

Some are corny, some are carney and some are still country-style

In October, when the cattle are fat, the harvest is in and the farmer has a few idle days on his hands, most of the U.S. turns out to the nearest fair. These fairs, nearly 4,000 of them, are traditionally the climax of the farm year, a time for exhibiting prize steers and vegetables, pies and pickles. But by the time they take place the gay carnivals have joined them and turned part of each fair into a gaudy midway. The only thing that can keep Americans away is weather. This year the weather has been kind, and fairmen have been caught up in a dizzying boom. *Billboard*, the bible of their trade, is filled with various reports of fairs that are doing "Bumper Biz" and breaking attendance records.

In Dallas last week the State Fair of Texas

—the biggest annual fair in the U.S.—was well on its way to passing its last year's record attendance of more than two million. Its visitors, when they tired of the livestock, could ride the latest in loopers or the fanciest in Ferris wheels, wander through \$35 million of fairground equipment and even catch a performance of *Guys and Dolls*, a Broadway hit show. The Texas Fair was proving its theory that "people will not pay to see sweet potatoes." But other fairs were proving the opposite. At the 101st annual Fryeburg Fair, in Maine, the sideshows drew the smallest crowds. Instead the biggest attraction was the oldtime ox-pulling, where the big beasts, to the shouts of their drivers, struggled to drag the heaviest load of stone over the longest distance.



MAINE FARMER munches an ice cream bar as he watches baby beef show at Maine's Fryeburg Fair.





NORTH CAROLINA SMILERS, Watt Cobb and his 200 pound Hampshire boar, both feel happy after the pig won blue ribbon at the Guilford County Fair.



YOUNG NEW MEXICAN, 10-month-old Johnnie Morrison, strapped to saddle, gets set to parade as part of sheriff's posse at Albuquerque, N. Mex. state fair.





THROUGH A FENCE or over a Mountie's shoulder, as at Belleville (above), is how most Canadians

saw Elizabeth if they saw her at all. Part of difficulty was due to confusion. Police even pulled each other.



IN A MANSION—Rideau Hall, official residence of Governor General Viscount Alexander—the royal

couple are greeted by Lady Alexander. Observers noticed Elizabeth was far more at ease in small groups.



GOVERNOR GENERAL ALEXANDER, PRIME MINISTER

CANADIANS GREET

Elizabeth sees her subjects

Last week the comely young (25 years old) woman who presumably will rule the British Empire some day arrived in the Dominion of Canada for 35 days of appearances, inspections, wreath-layings and state dinners—the first heiress presumptive to the British throne ever to visit America. For Princess Elizabeth and her husband Prince Philip, Duke of Edinburgh, this was an excursion into an unpredictable country even though it welcomed her as a future queen. In Quebec she heard "*Vive la Princesse!*" oftener than "*Hurrah!*" from the 90% French-speaking population. As the tour progressed she found herself the objective of scores of local officials and their wives, painfully eager to shake her hand; at the long series of banquets and luncheons she was confronted with unfamiliar delicacies: elk steak, Laurentian trout, Ontario cheese and ice cream flavored with maple syrup. Perhaps most trying of everything was the fierce intentness of the crowds, which gathered hours in advance to see her, and stared, surged and screamed. Neither at home, nor in



ST. LAURENT WELCOME ELIZABETH AT MONTREAL

A FUTURE QUEEN

but too few of them see her

South Africa in 1947, had Elizabeth ever before been the focus of so much emotion.

In this press of people and officialdom she occasionally froze into unsmiling tenseness, sometimes fiddled with the silver at state meals and found it hard to do justice to the sumptuous foods before her. Many remarked she seemed glad to be able to lean on her broad-shouldered husband who proved a hearty conversationalist and trencherman, and more able to cope with the give-and-take of sudden encounters. ("School tie?" smiled Philip at an American reporter, noting his red and blue striped scarf. "Dollar tie," shot back the reporter, and everyone grinned.)

Probably unknown to her, Princess Elizabeth's journey was made no pleasanter for most of the people concerned by the Royal Canadian Mounted Police, who sometimes handled the enthusiastic throngs like suspected regicides (left), and by the officialdom that monopolized her tight schedule. As a result, thousands of Canadians got little or no glimpse of her at all.



A CHILLY ELIZABETH clutched at a blanket on the cold day when she went for a boat ride up Ottawa

River. The seats in the boat were especially built up so that she was able to see better and be better seen.

THE OTTAWA JOURNAL

**It Was a Great Day—
But the Pace Too Fast.**

When Princess ELIZABETH made her first formal speech of the Canadian tour—at a banquet given by the Quebec government—she

THE OTTAWA EVENING CITIZEN

No Consideration For The Public

When the present royal tour was announced, Canadians were given the distinct impression that this visit was to be a much more informal affair than that of 1939, for it was

ward. Many others saw nothing at all. Had the committee been less obsessed with the claims of important people it would have been more thoughtful of ordinary individuals.

CANADIAN NEWSPAPERS PUBLISHED WHAT WERE FOR THEM OUTSPOKEN PROTESTS OVER THE WAY OFFICIALDOM MONOPOLIZED PRINCESS AND HER HUSBAND

Before the tour was a week old the ordinarily ultraspectful Canadian press began to reflect the indignation of citizens who had paid, traveled and undergone near-suffocation to see their princess—and then had missed her. At Alexandria, Ont., for example, bad planning caused a crowd of 1,000 to gather before 8 a.m. at the railroad station. Elizabeth never appeared. In Toronto, where 800,000 congregated to greet the royal couple,

authorities handled 80 stretcher cases (*opposite*). Philip's hand became swollen from handshaking; Elizabeth, at week's end, was visibly tired. Better times, however, seemed just ahead. With the royal train moving slowly into the wide-open west, Elizabeth and Philip would be confronted by less stringent demands, and Canadians might reasonably hope that western informality would have a relaxing effect on their oversolicitous guardians.



16-POUND CAKES resembling books were baked for the lavish Quebec luncheon.



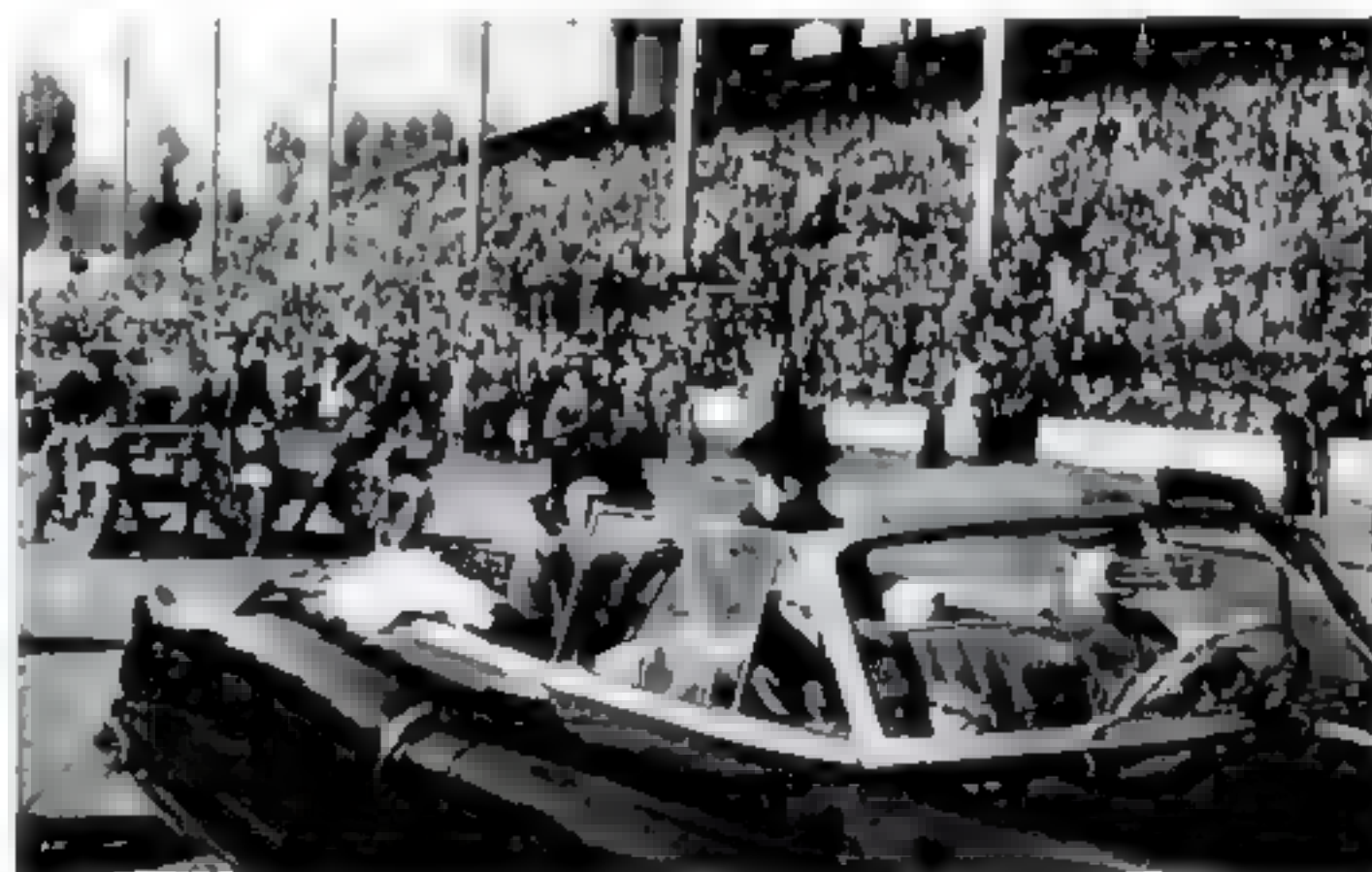
A LITERALLY RED CARPET was rolled out for Elizabeth at Kingston, where, en route to Toronto, she visited the Royal Military College.



CLEAN STREETS for royal procession were assured by loyal Toronto white wings.



HER ROYAL BALANCE was preserved by Elizabeth when she was trundled about in a white jeep to inspect Canadian troops on historic Plains of Abraham.



HER ROYAL GRACIOUSNESS led Elizabeth to insist that she twice circle an Ottawa park because 18,000 schoolchildren had waited there hours to see her.



YOUNG SUBJECTS typify the hysterical joy of those who did get to see Elizabeth.



FORGETFUL PHILIP stood unsaluting while others saluted in Ottawa as *O Canada* was played, then blushing did so at the last minute.



OLD SUBJECTS journeyed to railroad station in Kingston to see her go through.



MR. MORETTI LEFT CONSIDERABLE REAL ESTATE



"BIG TALK" MORETTI, shown at left, did not like some of his associates, as pre to paling with the famous in chic cocktail bars (although he invited friends



to a party in Washington when he appeared there before Kefauver). He just wanted to be known as a tough mug. He recently sold his \$55,000, six-bathroom (with

A GANGSTER IS BURIED IN THE OLD-TIME STYLE

Last rites were held last week for Guarino Moretti, usually known as "Willie" Moretti, of Hasbrouck Heights, N.J., who died at the age of 57 of an occupational disease. Mr. Moretti, one of the most prominent racketeers and musclemen in the eastern U.S., was sitting in a restaurant in Cliffside Park, N.J., talking and laughing with four friends he had met there. The friends suddenly drew .38 pistols, fired two shots into Mr. Moretti's head and left hurriedly.

Mr. Moretti was widely known as a leader in his profession, a philanthropist and a turf follower. He was reported to have organized the handbook business in northern New Jersey so efficiently that none of the handbook operators or local police departments ever had cause to complain. Once he took over a small laundry for a reported \$3,000 and through personal influence turned it into a \$1 million business. One of his employees was famed Joe Adonis (LIFE, March 26), who is said to have operated a gambling house for him. Mr. Moretti was devoted to his wife, Angelina, and three daughters, for whose youngsters he occasionally acted as baby sitter.

He was especially noted as a raconteur or flip hip. An admirer of the late Al Capone, Mr. Moretti liked to explain their first meeting at a race track was a natural drawing together of "well-charactered people." "A man of character," said he, "meets everyone that's characterized." During his appearance before the Kefauver senate committee, the committee counsel, Rudolph Halley, asked what political clubs he belonged to. "I don't belong to any—I'm bipartisan," said Mr. Moretti. Recently when Halley announced his candidacy for municipal office Mr. Moretti said he would support him because of Halley's competence. "It would take a very competent man to do what he did to me," said he. Despite his jocularly, which some ascribed less to a sense of humor than to paresis, Mr. Moretti was known as a hard businessman. Indeed newspaper reports say he once chased a doublecrossing associate across the latter's lawn, fatally spraying bullets at him with a submachine gun.

Immediate cause of Mr. Moretti's death was variously ascribed to: 1) too much talking; 2) welshing on a bet on the Brooklyn Dodgers; 3) an indirect result of the reported bribing of Bookie Harry Gross (LIFE, Oct. 1); and 4) an effort by rivals to take over Mr. Moretti's enterprises. In any event his funeral, beginning with a Requiem Mass at Corpus Christi Church in Hasbrouck Heights, was possibly the most spectacular since gangster days of the 1920s. Some 5,000 mourners attended, a few of whom came actually to mourn. The rest came to gape, trample the cemetery and steal flowers off his grave.



LOADS OF FLOWERS decorate the funeral cortege of 11 big limousines, 75 private cars. Donors included such friends as Frank Costello and Joe Adonis. The one from Brother Salvatore (who is in jail) read "To my big brother from your kid brother."



Huck and gold decorations) home in Hasbrouck Heights (second picture from left), was seen to retire to his five-acre estate at Deal, N.J., where he raised prize

ducks (next two pictures). He was buried in a \$200 dinner jacket and \$75 shoes and mourners kissed the left, or relatively unpunctured, profile of his face (right).



THE CAMPAIGN BEGINS

The 1952 political campaign shifted from the talk to the action phase last week. Senator Taft, before formally announcing his candidacy, got the powerful support of Republican Boss Tom Coleman for the Wisconsin primary. The Wisconsin primary is the one that can make or break a presidential aspirant. It broke Willkie in '44 and MacArthur in '48. Now, with Coleman's backing, Taft is in a beautiful position to win that primary. The Taft band wagon, hitherto a mock-up, has really taken form and begun to roll.

It starts its journey with one (to our way of thinking) bad omen: Joe McCarthy, also a Coleman man, has a prominent seat. Yet let us take note of the favorable omens, too—favorable for Taft, for the Republicans and for the prospect of a good healthy presidential year.

The first candidate is a four-ply, all-American, profoundly partisan, enthusiastically supported politician from the president-mothering state of Ohio, who for 12 years has been ably translating the Republican impulses of the Midwest into national Republican policy. He is a superior man from a superior family who respects the intelligence of the voters, sometimes rebuking their greed and often talking over their heads. A Senate full of Tafts would indeed be "the greatest deliberative body in the world." Yet this Phi Beta Kappa is also a fighter, which the democratic process needs. In a presidential race, as in Ohio last year, he would put on the kind of two-fisted campaign most Republicans thirst for, and thereby do more than any candidate since Al Smith for the cause so many Democrats also claim to have at heart: "the preservation of the two-party system." Unlike Smith, he might win.

Since all this and a lot more can be said in Taft's favor, would it not be a smart move to get on his band wagon right at the start? Not so far as *LIFE* is concerned. The independent voter has two reasons to wait. First, Taft's dubious record

on foreign policy needs more thorough public inspection—inspection which the Senator is making easier by some new speeches and writings on the subject. But second, "Mr. Republican" is not the only man in the race.

In fact, the Republican party has seldom been so rich in good backfield material. While welcoming Taft to the lineup, let us also take a look at the others.

Eisenhower is the one candidate who would be sure to make deep inroads into the Democrats, including Southern Democrats. Of course a lot of the Eisenhower enchantment is lent by his distance from the political scene. That can't last much longer. In fact Taft's band wagon is forcing Ike's supporters to put a time limit on the General's silence. They say he must get back here by February and really start to campaign. And by "campaign" they mean just that—shed his uniform, bone up on the domestic issues, take a stand on them, make himself a politician, and fight. A lot of Ike's glamour will then disappear, but there is no other road to the White House. For our part, we think a first-class Republican candidate will emerge from the deglamourization, and we hope Ike's answer is yes.

But if Bob and Ike should be deadlocked, there are still plenty of others. Governor Warren has kept his friends and gained new ones; maybe it's his year. Everett Dirksen is the second choice of the Taft men. And then there are the real long shots, some of whom would make very good presidents: Senators Lodge, Saltonstall, Duff; Governor Driscoll, Charlie Wilson, Jim Conant, Stassen and Paul Hoffman (who among other things would know how to make Point Four real). This does not exhaust the list.

So the campaign has started but it's not in the bag, and it's too soon for the independent voter to take sides. But it's not too soon to predict a lively and healthy race.

OUR NEW ATOMIC POWER

The continued expansion of the Atomic Energy Commission begins to put the atomic power of the U.S. in a wholly new light. To give some measure of the new scale of things, AEC will soon be the largest single consumer of electricity in the U.S., and the U.S. produces about half of all the electricity in the world. On top of this Chairman Gordon Dean tells Congress that he could usefully spend another \$5 billion on still another expansion program, a sum equal to all that has been spent on atomic energy since 1942. Already there has been a big military pay-off in smaller, cheaper and more plentiful bombs, and with it a rising demand from congressmen and others that the "tactical" A-bomb (*LIFE*, Sept. 24) be used in Korea.

In his recent Los Angeles speech Mr. Dean seemed to think it should be too. Reviewing the morals of our atomic policy up to now, he found nothing to be ashamed of. Then he said: "I think our recent technological advancements constitute a message, not of despair, but of hope—hope to the millions . . . who have feared that the only two alternatives left to mankind are gradual submission to persistent Communist encroachment on the one hand or atomic obliteration on the other. We now have the third possibility of being able to bring to bear on the aggressor himself—at the place of his aggression . . . a firepower that should cancel out any numerical advantage he might enjoy." Nor would this use of new atomic weapons be any likelier to elicit an atomic bombing of the U.S., for that equation is overbalanced as hitherto by our own strategic retaliatory power. The latter, said Dean, is what has prevented World War III so far. Hence, he concluded, "If we can prevent all-out war by means of our strategic capability [i.e., the threat of big bombs on Moscow] and stop these endless nibbling aggressions with our tactical capability [i.e., little bombs on invading troops] we will have done much to bring stability and a sense of security back to an uneasy world."

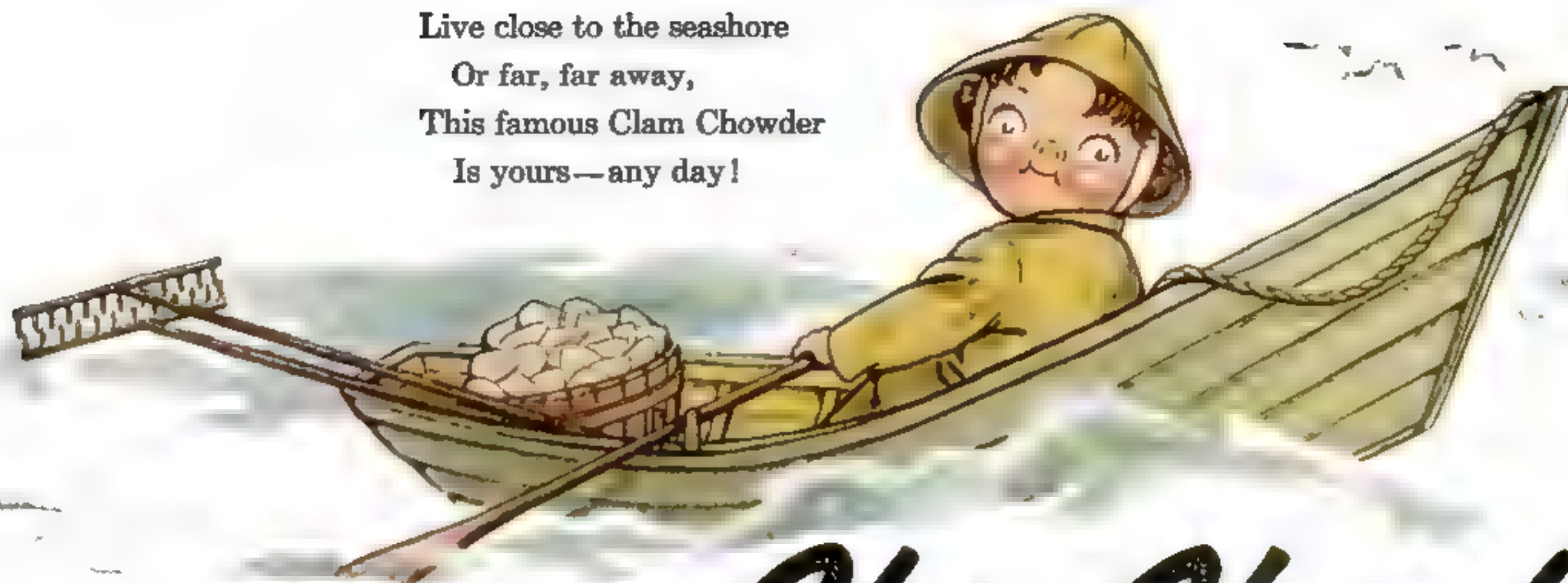
That is a wonderfully encouraging outlook and contains no moral flaw that we can see. The tactical A-bomb is "no more destructive than is necessary to meet the particular situation." It is no more inhuman than that widely used "conventional" weapon, napalm. Maybe the Pentagon has no immediate reason to use it, but if and when it has let's have no moralistic nonsense about whether we should use this new weapon or not. The only moral case against it is the moral case against war itself.

Having said that, we nevertheless raise a doubt of a different kind. Any atomic bomb is not only a weapon but a symbol, a symbol of the terrible power of the West. Its only human victims so far have been Asians—the yellow civilians of Hiroshima and Nagasaki. Its next victims, if it were to be used in Korea, would be criminally aggressive soldiers, rather than civilians; but they too are Asians, yellow men. The political parallel may prove more important than the moral distinction. As we know from recent events in Iran and Egypt, racial resentment feeds on its own irrationality. Such considerations are important in what is basically a political war.

So we have a problem, not of morals, but of long-term political expediency. Luckily it has an expedient solution. Our allies in Korea, who don't like getting killed by Chinese Communists any more than we do, include not only Koreans but other nonwhite fighting men—Filipinos, Siamese, Ethiopians—not to mention the semi-Asian Turks. If its use is ever contemplated, let us consult these allies about this weapon—informally, perhaps, but seriously. If they approve, our future detractors will at least not have such easy sailing.

And if they disapprove? Then perhaps their objection should be sustained. The trend of atomic developments is giving us more physical power than Paul Bunyan ever dreamed of. In such a pass, all God's children can use each other's advice.

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Or far, far away,
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Is yours—any day!



REAL, "SHORE DINNER"

Clam Chowder

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. . . blended in a wonderful recipe!

Here it is . . . the famous "Soup of the Sea" at its best, in all its traditional goodness and richness . . . yours to enjoy any time, any place, as often as you wish!

For Campbell's make it the old-fashioned way, with selected bay clams, tomatoes, potatoes, and savory spices skillfully blended. No wonder this zestful seaside dish has become so popular right across the nation!

Yes, for grand good eating Campbell's Clam Chowder is hard to beat! Have you tried it? No matter where you live, it's there at your grocer's, ready and waiting. . . Get some *today*! See if you don't vote it one of the most delicious foods you've ever eaten!

Campbell's CLAM CHOWDER





Bewitch the whole family with this easy

Jack o'Lantern Breakfast!

The goblins ll get you if you don't serve this prankish version of pancakes 'n' sausage 'n' syrup at least once before Hallowe'en! It's a brand-new recipe for good fun and good eating! This light-hearted yet hearty breakfast isn't just for youngsters—there's nobody in your family too old to enjoy it, every delicious bite of it!

And it's so easy! Cut eyes and mouth out of the top one of a stack of light, tender Bisquick® pancakes. Arrange golden-browned links of Armour Star Pork Sausage as illustrated and pour on plenty of your favorite Karo® Syrup. Better be prepared for second helpings all around the table!

There are 3 kinds of **Karo** Syrup!

- Blue Label KARO (Dark) . . . rich, zesty, satisfying!
- Green Label KARO (Maple-y) . . . with tangy flavor!
- Red Label KARO (Light) . . . clear, sweet, delicate!





Armour Star Pork Sausage

It's the delicately-seasoned pure pork sausage made fresh daily in an Armour Kitchen near you! Marie Gifford, the famous Armour home economist, suggests placing links in cold frying pan and cooking slowly over low heat for 12-14 minutes—for less shrinkage, even browning, wonderful eating!



Bisquick Pancakes

Just add milk to Bisquick

For pancakes light, tender and *easy* as any you've ever made—just reach for the Bisquick! There's no *easier* way to make pancakes. Betty Crocker tells you how right on the package. Try 'em tomorrow—Bisquick pancakes . . . just one of 12 good things from 1 good mix. No other *baking mix* can help you so much as Bisquick.





How to turn out a perfect drink. A *really* handy man always starts with Four Roses—a whiskey superb in flavor, supreme in quality. In fact, so many people prefer it that Four Roses outsells *every* other brand at or above its price—even outsells *most* other brands at *any* price.

Frankfort Distillers Corporation. New York City. Blended Whiskey. 86.8 proof. 60% grain neutral spirits.

Wouldn't you
rather drink

Four Roses



PEOPLE A NEW COLUMBUS DISCOVERS AMERICA



CHRISTOPHER XVII SNAPS HAND TO HIS ADMIRAL'S HAT AS BAND PLAYS NATIONAL ANTHEM AT WASHINGTON CEREMONY

On a bright October morning 459 years ago, Christopher Columbus stepped ashore on an island of the Bahamas, knelt to give thanks to God, planted the royal standard of Spain and started passing out beads to a curious crowd of naked Indians. Last week another Christopher Columbus, representing the 17th generation in direct descent from the Discoverer, was making his own voyage of discovery to the Western World. Invited by the Spanish ambassador to the U.S. to take part in Columbus Day celebrations, he arrived with his wife by Constellation (21 hours and 25 minutes travel time as against his ancestor's 70 days). This Christopher was a modest, personable young man of 26 who has followed the tradition

of the original "Admiral of the Ocean Seas" to the extent of being a lieutenant in the Spanish navy. His life in the naval academy was made miserable by comrades who were always peering at the horizon and shouting, "Land! Land!" But there have been compensations. As a result of the shrewd bargain Christopher I drove with Queen Isabella, Christopher XVII is a duke, a *marqués*, a grandee of Spain and Captain General of the Fleet. By hereditary right, he could and did take off the sober trappings of a lieutenant and put on the full regalia of a Spanish admiral as he was introduced to such features of American life as Columbus Day, Washington museums, Washington nightclubs and the Knights of Columbus.



THREE LITTLE INDIANS took time off from school to greet Columbus plane.



ADMIRAL AND WIFE do *paso doble* in a Washington ballroom.



KNIGHT OF COLUMBUS named John P. Martin greets Christopher at ceremony.

CONTINUED ON NEXT PAGE



How to "cut down on smoking"



without
giving up
a single
cigarette!

■ You can cut down on nicotine and tars without making yourself a nervous wreck!

The amazing Denicotea Holder makes it easy for you—filters the smoke of your favorite cigarette—literally "sponges up" nicotine and tars. You can actually see the irritants it removes—and be glad they can't reach, can't harm your nose, throat, sinuses—or lungs!

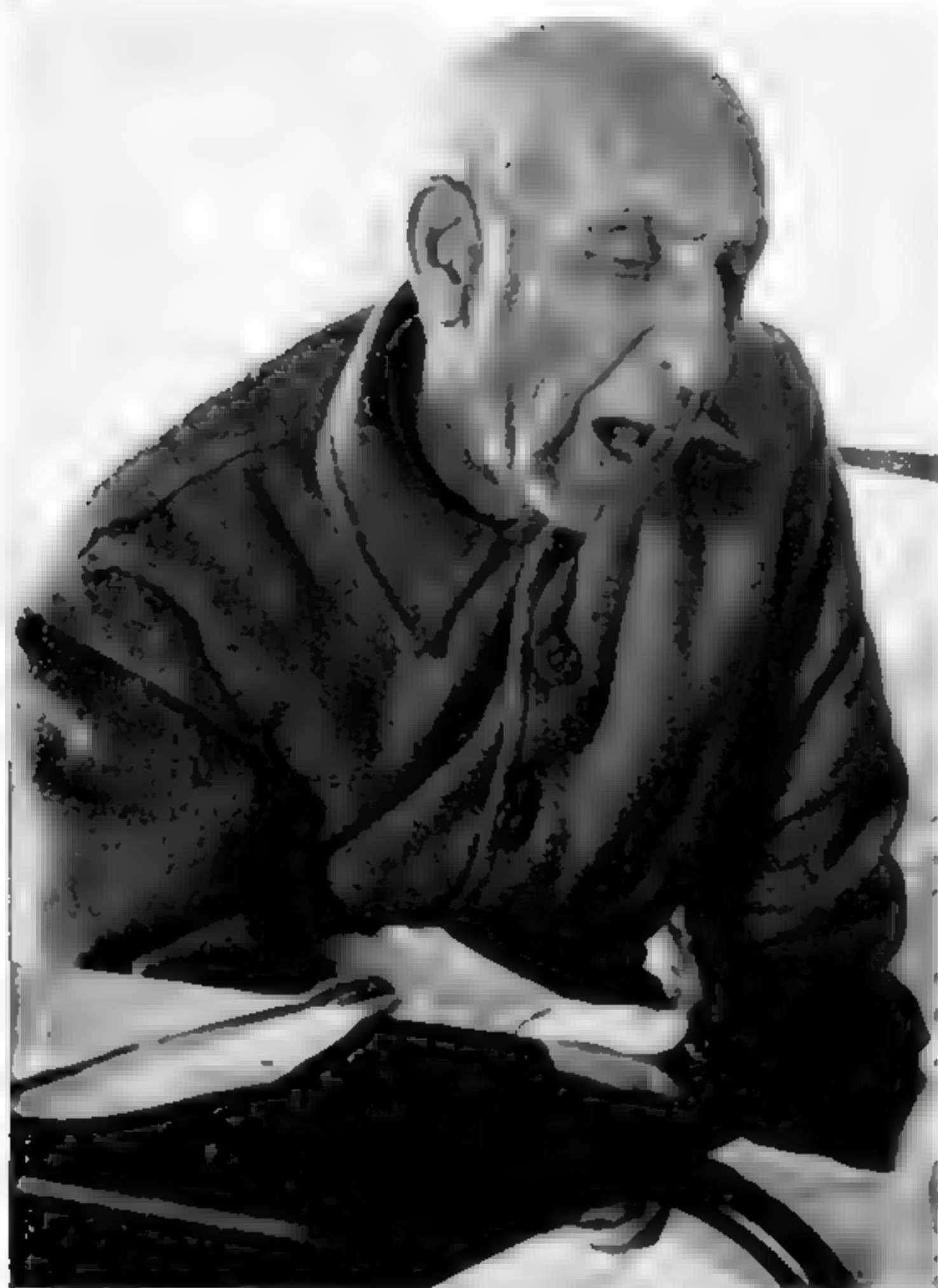
Recommended by many physicians and dentists.



Aluminum ejector model, 2.50
Longer model, with gold tone ejector, 3.50

dunhill

DE-NICOTEA
FILTER HOLDER



IN NEW YORK HOSPITAL, IRAN'S AGED AND AILING PREMIER MOHAMMED MOSSADEQH LIFTS HIMSELF UP ON ONE ELBOW, SOUNDS OFF ON THE PROBLEM OF OIL.

IRAN'S PREMIER FACES CRISIS FROM U.S. HOSPITAL BED

The sign on the door warned "Do Not Disturb" and there were plain-clothesmen outside to enforce it, but Room 1619 at New York Hospital last week was one of the world's busiest beehives of international politicking. Inside, propped up in bed and wearing the heaviest suit of woolen pajamas ever seen by hospital attendants, was the center of all the excitement, Iran's 70-year-old Premier Mohammed Mossadeqh. He had flown to the U.S. from Teheran, accompanied by his son, who is a doctor, and his daughter, who is a nurse, to tell the U.N. Security Council to keep its hands off his country's dispute with Great Britain over the nationalization of the Anglo-Iranian Oil Company (LIFE, June 18). He would later visit President Truman.

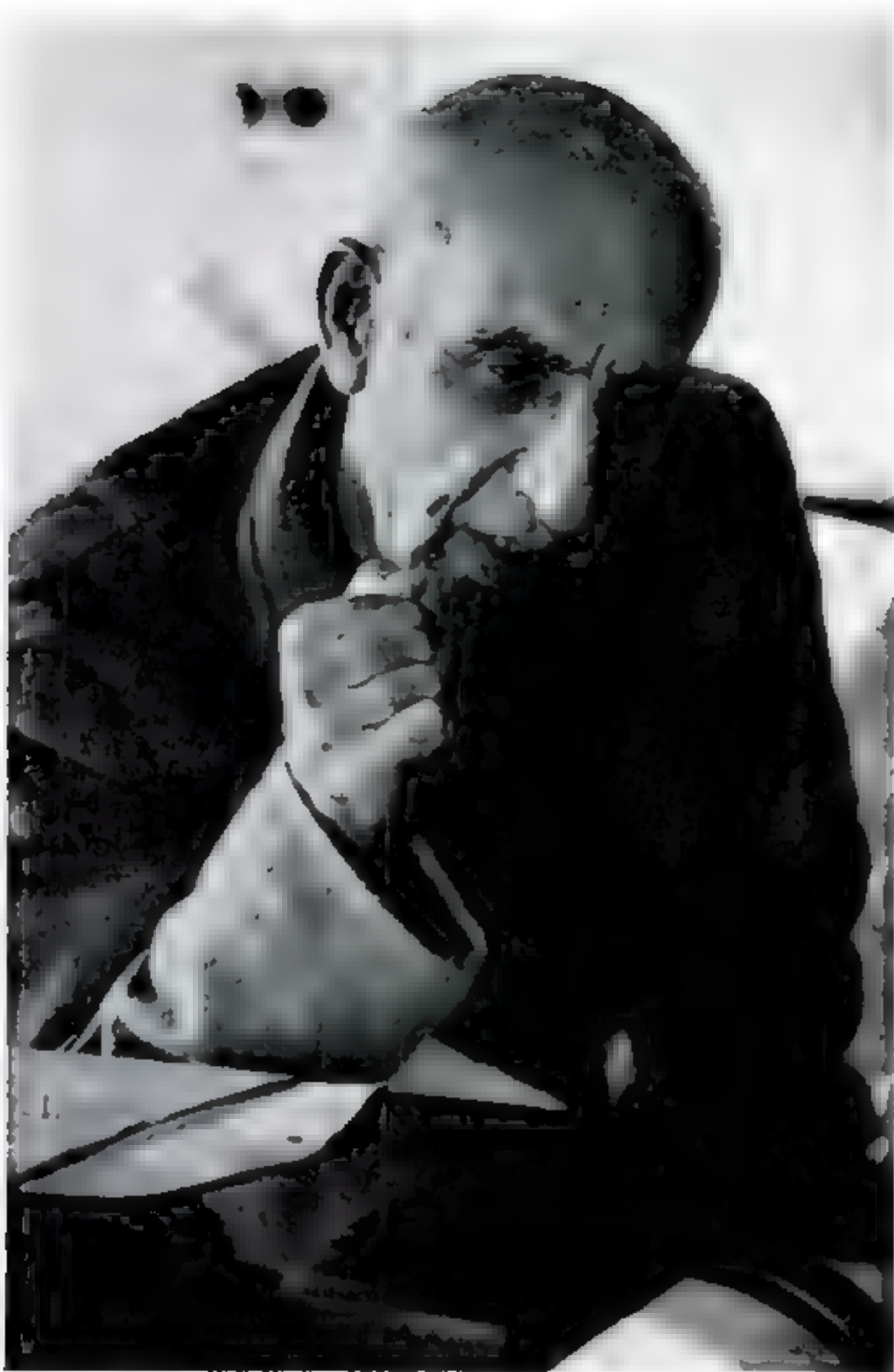
A man given to fainting in public and hating the British, Mossadeqh denounced Britain's "pillaging" the moment he stepped from his plane, then retired to the hospital to undergo a medical checkup. To his room came a stream of visitors—Iranian officials and delegates to the U.N., delegates from the U.S., India, Pakistan and even Secretary General Trygve Lie. The Iranian oil dispute already had forced out the British technicians and shut down the Abadan refinery. Together with another great Middle East controversy involving the Suez Canal (pp. 76-85), it was rapidly becoming a threat to world peace, and the diplomats came to offer Mossadeqh friendly advice with their get-well wishes. At one point Mossadeqh consented to



WITH ADVISERS, Ali Gholi Ardalan, Iran delegate to U.N. (left) and Deputy Allah Yar Saleh, Mossadeqh confers on strategy to be followed in oil controversy.



WITH DAUGHTER, Mrs. Zia-Ashraf Bayat Mossadeqh, who serves as a nurse and as a confidential secretary, the premier listens to a report based on latest cables.



PONDERS A QUESTION, THEN GIVES ANSWER WITH FORCEFUL FIST SHAKE

receive LIFE's Lisa Larsen, but even during the hour she was taking her pictures, the premier's conferences continued, with Mossadegh heatedly doing most of the talking. The conversation was entirely in Persian, the only recognizable word to Photographer Larsen being the name of Sir Gladwyn Jebb, Britain's chief delegate to the U.N. The purpose of the conversation became clear when Iran turned down Britain's latest proposal asking the Security Council to set up new negotiations. Mossadegh, however, hinted he might accept the Council's good offices if it did not claim actual jurisdiction. There was at least a glimmer of hope that the hospital diplomacy might possibly pay off.



IN ADJACENT ROOM, the premier's daughter herself takes to bed and listens to radio while trying to throw off the cold she caught on trip to U.S.

CONTINUED ON NEXT PAGE

Spark your hair with brighter, richer color

...with Shasta Cream Shampoo.
Contains an amazing sparkle-giving
cleanser that gives your natural
hair color a dazzling lift.
A super cleansing shampoo.
Not a tint! Not a dye!



BRUNETTE HAIR DANCES with dark fire. Super cleansing Shasta lathers out color-dulling grime. Leaves hair so clean—your own true color dances through like sunshine streaming through a clean window pane.



BLONDE HAIR GLEAMS with bright gold. For new Shasta Cream Shampoo contains an amazing sparkle-giving cleanser that "super" cleans your hair, so the natural color shines through in all its splendour.



RED HAIR GLOWS with burnished glory. New Shasta Cream Shampoo sparks your hair with brighter, richer color. Not artificial color. But your own true shade, glistening through "super" clean hair.



GRAY, WHITE HAIR SHINES with silver. The secret is Shasta's amazing sparkle-giving cleanser. That's why—after shampooing with New Shasta Cream Shampoo, all hair color looks brighter, richer.

MONEY BACK GUARANTEE If not convinced that New Lanolin-Enriched Shasta sparks your hair with brighter, richer color, return the jar to Procter & Gamble and get your money back in full.

29¢ to 89¢



LANOLIN-
ENRICHED

New Shasta Cream Shampoo
FOR BRIGHTER, RICHER, NATURAL COLOR

**GOOD...
any old time!**



the cracker
with
that swell
cheese
flavor



**America's
largest selling cheese cracker!**
Sunshine Biscuits, Inc.



A Restful Way to End the Day!

Why don't you try this popular goodnight idea—a hot drink of delicious Cocomalt and Milk... See if you don't sleep better... and enjoy its good chocolaty flavor. Good for you too... because Cocomalt supplies extra vitamins and minerals.



SHEPPARD (ABDULLAH) KING ADJUSTS HIMSELF TO EASTERN RIDING STYLE ON A SIGHTSEEING TOUR WITH FIANCEE

EGYPT'S NATIONAL DANCER GETS AMERICAN KING

Samia Gamal became National Dancer of Egypt when the heavings of her midriff won the favor of King Farouk (LIFE, Sept. 4, 1950). Last month she was dancing a fox trot in a Paris nightclub when she charmed another King—Sheppard King III of Houston, Texas, heir to a small (for Texas) fortune. They went on a round of nightclubs and at dawn he proposed to her. There followed 17 wonderful days, noisily at first, but "the last three nights we just stayed home with a bottle of Scotch and talked." Then Sheppard called in the press so that U.S. newspaper readers might share his joy. The other principals were equally generous. Samia announced she was flying

to Cairo to make a movie. Sheppard announced he would turn Moslem and marry Samia. His sister Pat announced it was all a joke. Sheppard and Pat went to Rome for another round of nightclubs, this time with his wife Gloria. Gloria revealed she would give him a divorce. A Moslem could have four wives anyway, said Sheppard. "You don't need to be converted," said Gloria. Sheppard's mother announced she was disinheriting him. He wasn't worrying. He was throwing money around in Cairo now, getting his name changed to Abdullah, discussing prospects of an American dance tour for Samia. Samia wasn't worried either. "Mektoub," she said. "It is written."



SAMIA'S DANCE, which found favor in Farouk's eye, is vigorous and voluptuous.



SHEPPARD AND GLORIA, who were married in 1944, divorced in 1950, remarried in 1951, drink to Samia in Rome as they discuss plans for a new divorce.

Adorable baby ways live on in movies you make yourself



A little girl is all splash and laughter
Color movies turn her pink, red, white
and blue-eyed charm



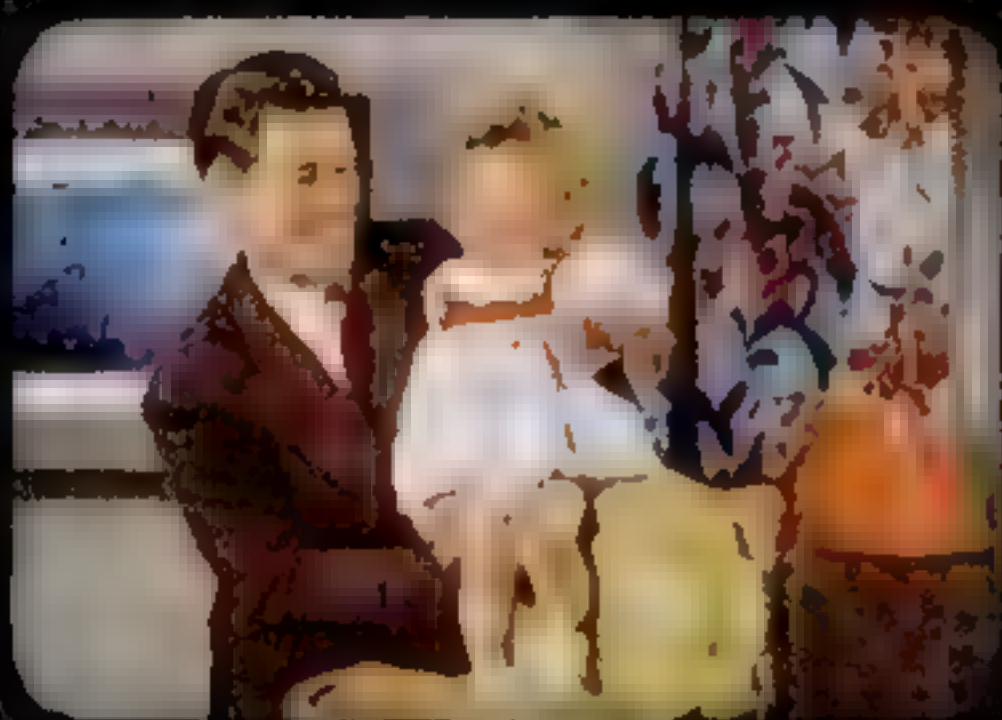
A little girl is a bewitching grin . . . so
be it with a Kodak movie camera, on the screen you're
mighty glad you're making movies.



A little girl is a little dynamo. Make movies,
and years hence she will romp across the
screen just as she does today.



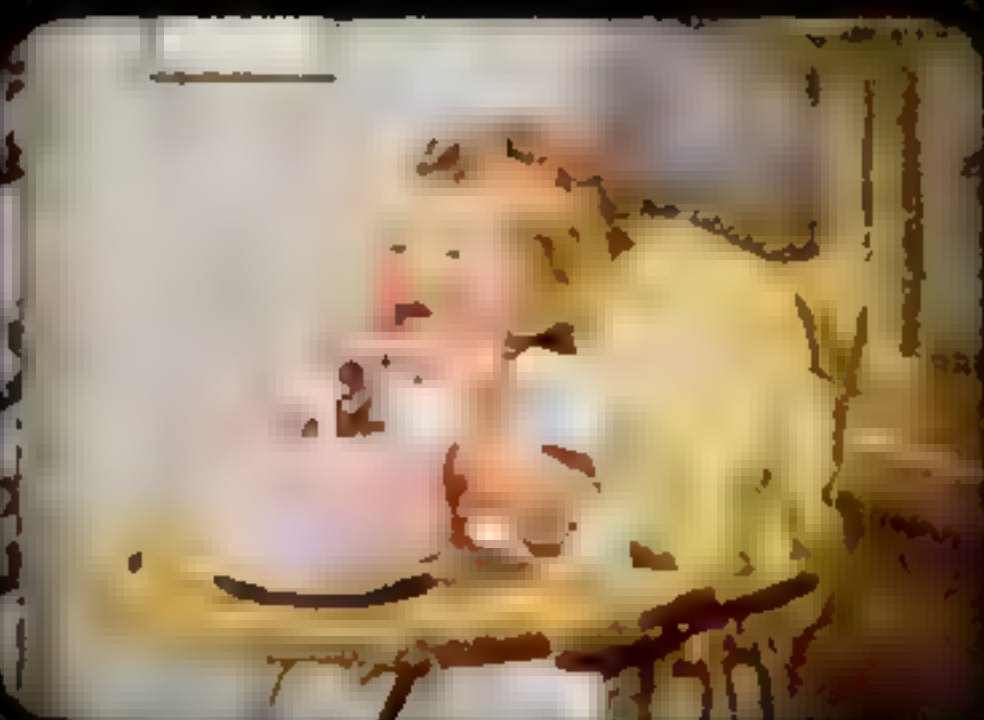
A little girl is a happy armful when Daddy
comes home. Movies of the children grow
more and more precious with the years.



A little girl is always your little girl
in movies. And with a Kodak movie camera,
they're as simple as snapshots.



A little girl is half a dozen little girls . . .
all of them fascinating. Happily, a complete
movie record is easy to afford.



A little girl's birthdays, the family vacations,
the Christmas festivities . . . precious memories
are safe in movies.

The little movie you see on this page . . . made into seven
full-length scenes in full color . . . need cost no more than a
dollar. (Film processing included!)

Camera costs are well within reach, too. Kodak's new Brownie
Movie Camera is priced at only \$44.50, and most dealers offer
time payments. This camera operates as simply as a snapshot
"Brownie" . . . makes crisp, clear movies with true Brownie ease.

Yes—easy to make, easy on the budget, easy to get started
this very week end—that's home movies the easy Kodak way!

Eastman Kodak Company, Rochester 4, N. Y.

Brownie Movie Camera (left) \$44.50. Built-in
exposure guide. f/11, fast f/2.7 lens.
Cine-Kodak Magazine 8 Camera (right). Magazine
loading, slow motion, too. Accepts telephoto lenses.
With f/2.7 lens, \$127.50; with f/1.9 lens, \$155

Prices include Federal Tax
and are subject to change
without notice.



Kodak
TRADE MARK

A COMPLETE LINE OF PRODUCTS AND SERVICES TO WINTER-SURE YOUR CAR

Firestone



NOW IS THE TIME, and your nearby Firestone Dealer or Store is the PLACE to have your car put in safe driving condition for the dangerous winter weather ahead!

At Firestone you can have your tires, brakes, battery, spark plugs, lights, radiator hose, windshield wipers, heater, horns and fan belt inspected without cost or obligation, and if necessary, repaired or replaced at low cost. You can change to correct-grade lubricants and put in Firestone Frigitone permanent anti-freeze or long-lasting Firestone Frigitol.

Don't let winter catch you unprepared! Have your car Winter-Sured at your nearby Firestone Dealer or Store NOW!



FREE! Handy Windshield Scraper

Remove ice and snow from your windshield without scratching the glass. Keep in glove compartment for emergencies. It's yours for the asking at your nearby Firestone Dealer or Store while the supply lasts. Get yours without delay.

Copyright 1951 The Firestone Tire & Rubber Co.

Firestone Sudded Polar Grip New Treads can be applied to your present tires or you can buy tires to which they have already been applied.



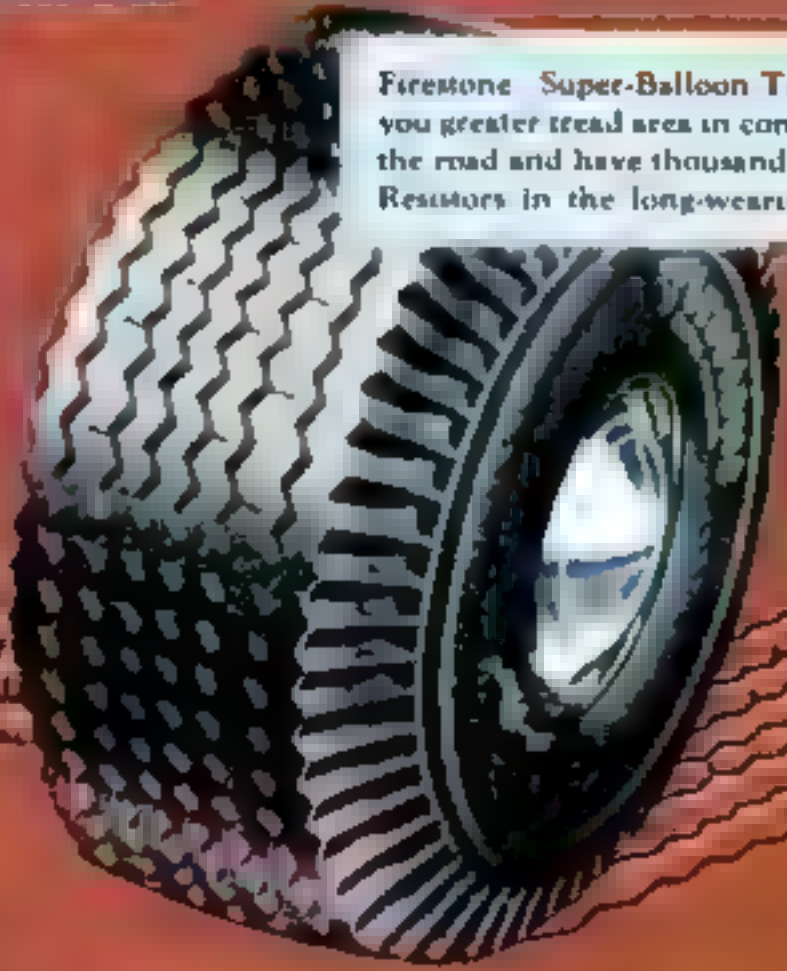
Firestone Champion Polar Grip New Treads contain thousands of small pores which act like suction cups to grip the road and resist skidding.



Firestone Ground Grip Super-Balloon Tires give you extra traction in deep snow and mud and greater resistance to skidding on wet or icy roads.



Firestone Super-Balloon Tires give you greater tread area in contact with the road and have thousands of Skid Resistors in the long-wearing tread.



B U S I N E S S A T F I R E S T O N E



Sunbeam

AUTOMATIC

COFFEEMASTER

Is your assurance of a Perfect Cup of Coffee EVERY TIME !

because

- The water is always at correct high heat . . . *automatically*
- Brewing Time is always the same . . . *automatically*
- All the water rises to agitate with the coffee . *automatically*
- Coffee is kept piping hot after it's made . . . *automatically*



*Give
Sunbeam
and you
give the
finest*

**Set it!
Forget it!**

Automatic
Coffee-Maker
with
Vacuum-Type
Brewing
System
and
Automatic
Shut-Off

Only the Coffeemaster gives you correct water temperature, agitation and brewing time *automatically*—the secrets of delicious coffee. Whether you make one cup or eight, you always get the same clear, taste-tempting perfection, *automatically*. All of the water rises to agitate with the coffee. Not a drop ever remains in the lower vessel to *dilute* the coffee when it comes down. Sunbeam Coffeemaster is a vacuum-type coffee-maker and the **ONLY** one that gives you this important advantage—it is not a percolator. Be sure **YOUR** coffee-maker is the Sunbeam Coffeemaster to get the assurance of the same perfect cup of coffee every time. The *truly* automatic coffee-maker. See your dealer.

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**ALL YOU DO IS
PUT IN THE WATER
AND COFFEE.**

SET IT! FORGET IT! Read the paper, dress the children. In a few minutes, click! . . . it shuts itself off when coffee is done. Resets itself to keep coffee hot.

Remove the brew top and you have the loveliest of servers . . . for every coffee-serving occasion.

Famous for *Sunbeam* TOASTER, MIXMASTER, IRONMASTER, WAFFLE BAKER, SHAVEMASTER, etc.



AN ENGINE OF THE 6-MILE NAHMA & NORTHERN RAILROAD, WHICH CONNECTS WITH THE SOO LINE, CHUFFS PAST FOR SALE SIGN IN NAHMA'S TOWN SQUARE

SOLD: ONE TOWN

A manufacturer buys Nahma, Mich.
lock, stock, hotel and railroad

By the end of summer most people in Nahma, Mich. were feeling like naked mannequins in a shop window. For five long months their whole town—their homes, hotel, golf course, barber-shop, and even the local railroad—had been up for sale. And since their livelihood as well as their future professions depended entirely on the company that bought the town, they felt a little as though they were up for sale themselves.

Late last month the Nahmans' ordeal ended.

Their former owner, the Big Bay de Noc lumber company, which had run out of wood and close 1, sold them for \$250,000 to the American Playground Device Co., which planned to develop Nahma as a resort as well as build a factory there. Relieved, the Nahmans prepared to take the for sale sign from the square (above). When the new owner, American's president, Warren P. Miller, came to see what he had bought, the townspeople greeted him with cheers (p. 57).

THIS is the way to



GET your hat — we're going for a ride in a trim new Buick with Dynaflow Drive.*

Take your pick—SPECIAL, SUPER, or ROADMASTER —each is a wonder on the road.

Take the driver's seat, or play passenger — though the experience of calling the signals on a Dynaflow Buick is much too good to miss.

The big thing is—try Dynaflow, for a wonderful new way to go.

Up ahead a great big valve-in-head Fireball Engine is purring as you move your lever into "D" for "Drive" position.

You press down on the gas treadle, and you're off in

a silken swoop of power —swiftly, smoothly, unchecked in any way.

You discover you're free — free of clutch to push — free of all gearshifting—free of tiring two-foot work in traffic—free of the stress and strain of city crawls — free of tension in a long day's drive — freer than you've ever been before to really enjoy driving.

And smooth? Every foot of your way is smooth as a cloud's cruising — with a restful ease you very definitely sense even as a rear-seat passenger.

Yes, this is the way to go places and enjoy the going.

For Dynaflow brings a real new happiness to driving—adds new joys and thrills and comforts that

SEE YOUR NEAREST

GO

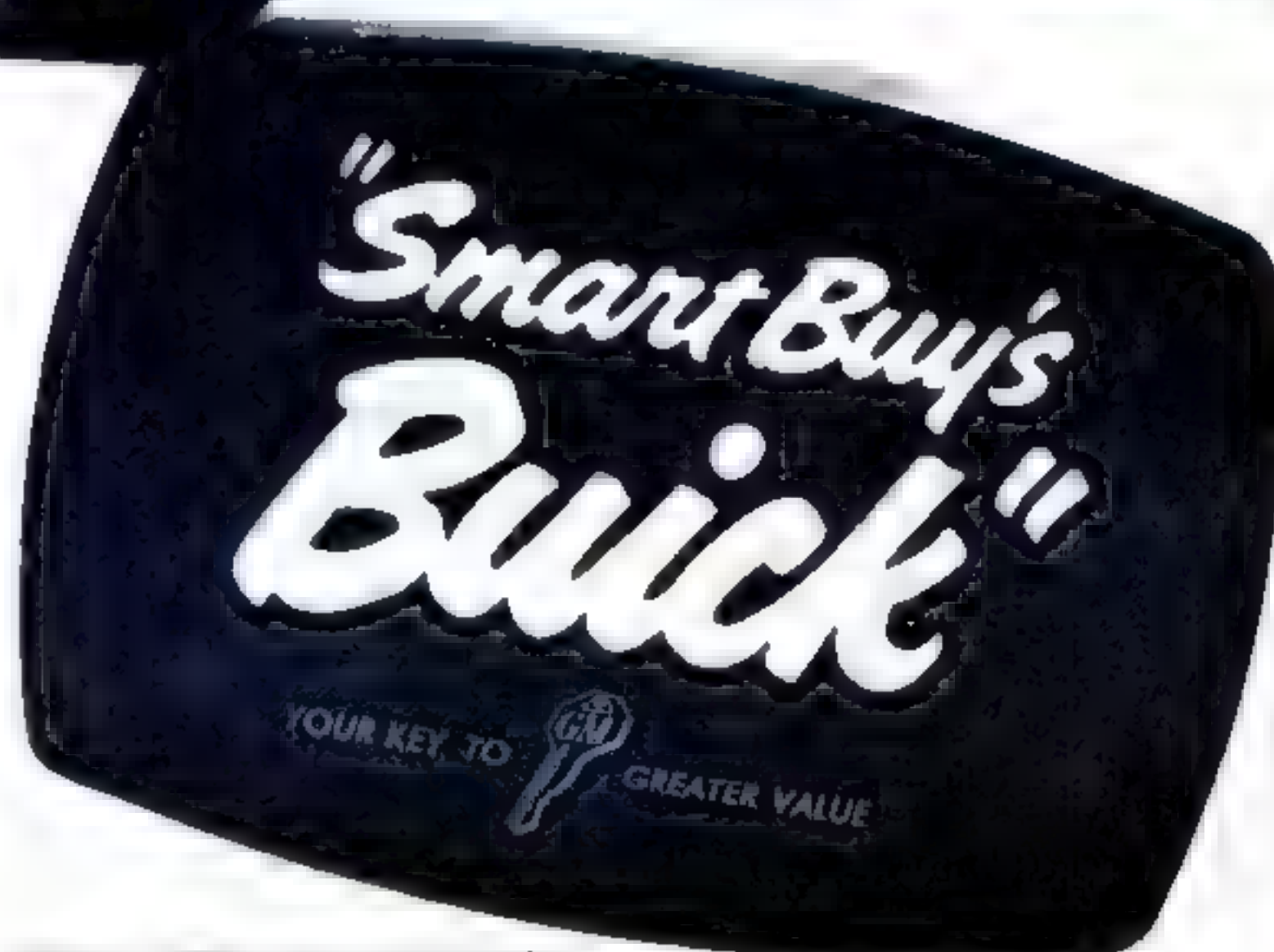


NO OTHER CAR PROVIDES ALL THIS:

DYNAFLOW DRIVE® — saves strain on driver and car	DUAL VENTILATION — built-in air fed separately to each of front compartment
FIREBALL ENGINE — high speed, low fuel consumption, saves from every mile	SELF-ENERGIZING BRAKES — for touch hydraulics—multiply brake pressure five times of brake drum
PUSH-BAR FOREFRONT — most convenient for service and repair	DREAMLINE STYLING — a line that is tapered, car length, with wing curving low appears on its own
WHITE-GLOW INSTRUMENTS — easier dial reading, greater clarity at night	Plus: Self locking luggage lid, StepOn warning brake, two-way ignition lock, 80 mph, H-P and engine mounting, Body by Fisher
TORQUE-TUBE DRIVE — smooth ride, saves servicing	
4-WHEEL COIL SPRINGING — cuts in 2 ft. saves servicing	

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

make you look for excuses to drive more than usual. And as you do—as you pile up mileage—there comes another big thrill: You get all this at a saving. For Dynaflo actually saves money on transmission and rear axle maintenance, on engine upkeep, on tire wear—even on fuel. And of course you never have to spend a cent to repair or replace a friction clutch. So how about getting that hat on, hurrying in to see us for a down-to-earth sampling of this dream experience — and learn what a smart buy a Dynaflo Buick really is?



BUICK DEALER

Equipment accessories to any model's are subject to change without notice. *Standard on Buick Wildcat, optional at extra cost on other Series.

Tune in HENRY J. TAYLOR ABC Network, every Monday evening.

HOME PIANISTS

add thrilling solo effects
to your piano music!



You can play instrumental music, too! Any kind. Any time you're in the mood. Without learning a new style of playing. Without learning to bow, blow or finger a new instrument. With a Solovox on your piano!

Add the Solovox to your piano and you can add exciting effects like these to your favorite tunes:

• Organ • Clarinet
• Violin • Saxophone
• Flute • Cello
and many others...

Ever get tired of playing the same songs the same way? Ever have a desire to play other instruments too? Ever wish your piano playing could pay off on other kinds of music? The Solovox is for you!

- Solovox® offers an amazing variety of instrumental effects that blend beautifully with piano. Makes the simplest melody more exciting.
- Easily attached to your piano. Won't mar finish or affect playing of piano alone. Plugs into electric outlet.
- Black-and-white key arrangement is just like piano. You'll sit down and play.
- See your piano dealer for a demonstration. Play the Solovox yourself. No obligation. Convenient terms. For details mail coupon.

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Without obligation, please send full information
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☐ Check, if you also wish full details about the
Hammond Organ. *T M Reg. U. S. Pat. Off.
© 1951 Hammond Instrument Company 10

Sold: One Town CONTINUED



WHAT MR. MILLER BOUGHT

Seen from the north, Mr. Miller's town stretches out into Lake Michigan. Within the 4,300-acre purchase, he got: 1—part of this sawmill—most of it was sold separately to a machinery company, 2—the sawmill burner, 3—the sawmill powerhouse, 4—the lumber company's shipping docks and lumber piles, 5—lumberyard tramways, 6—logs for sawmill, 7—big garages, 8—the planing mill and its power plant and a lumber shed, 9—an old horse barn ("A fine place for dances someday," said Mr. Miller), 10—an

office building, 11—a general store and a post office, 12—the Nahma Hotel—it has 17 rooms, 13—tennis courts, 14—a \$100,000 community house, 15—a boardinghouse—80 beds, 16—a small hospital, 17—a civic center, 18—a grade school and junior high school, 19—railroad track with many spurs—this is the main line, 20—a community church, 21—a Catholic church—both buildings are privately owned, 22—roundhouse and 23—beach. Miller also got an airfield, an icehouse and 102 company-owned houses.



OLD AND NEW OWNERS, Miller (left) and Lumberman Good, who sold Nahma, stand on beach with Mrs.

Miller. Shore is littered with wood from September gale, and new owner's first move was to hire 50 men to clean it up.

CONTINUED ON PAGE 37

Howdy Doody's Favorite Treat...

9-Minute

MARSHMALLOW "CRISPY SQUARES"



© KAGAN

Say, Mom! Why not make some for the kids—or let them make 'em... it's that easy. Just Rice Krispies and Marshmallows. And good? Oh, Boy!

"Rice Krispies" is a trademark. Reg. U. S. Pat. Off. of Kellogg Company for its oven popped rice.

RECIPE ON
EVERY PACKAGE

The wonderful thing about what you see here is not just how good Marshmallow Crispy Squares look and taste. No, ma'am. It's how downright easy they are to make. Take a look at the recipe below. Now compare it with what's on the plate. See what we mean? All it takes to get this same result in your kitchen is Kellogg's Rice Krispies (a cereal you should have on hand anyway), some marshmallows, and nine minutes. For Halloween "trick or treat"—or tonight, for that matter. How about it?

9-MINUTE MARSHMALLOW "CRISPY SQUARES"

$\frac{1}{4}$ cup butter or margarine $\frac{1}{2}$ teaspoon vanilla
 $\frac{1}{2}$ pound marshmallows (about 2 $\frac{1}{2}$ dozen)
5 cups of Kellogg's Rice Krispies

1. Cook butter and marshmallows over boiling water until syrupy, stirring frequently.

2. Add vanilla; beat thoroughly.

3. Put Rice Krispies in greased large bowl and pour on marshmallow mixture, stirring briskly.

4. Press into greased shallow pan; cut into squares when cool. Yield: 24 squares, about 2 inches each (13 x 9-inch pan).



THEY'RE SWEET ON EACH OTHER;
THEY'RE AT YOUR GROCER'S NOW

Kellogg's
RICE KRISPIES and **MARSHMALLOWS**



COL. CROW GREET'S KENTUCKY'S FIRST "IRON HORSE"

Little did Founder James Crow realize that the steam locomotive, which came to Frankfort, Ky. in 1835, would carry his whiskey and his fame to every corner of the land.

OLD CROW

Kentucky Straight Bourbon Whiskey

By railroad and covered wagon—by stagecoach and side-wheeler, James Crow's whiskey began its journey to fame and into the lasting affections of Americans everywhere. Today, as in the past, men cherish the rich Kentucky flavor of Old Crow . . . Have you enjoyed it—recently?

A TRULY GREAT NAME

Among America's Great Whiskies





CELEBRATING THE SALE, two lumbermen take part in log-sawing race for Miller. Jonas Sjogren, the sawyer at left, has been lumberjack 42 years.



MEETING HIS TOWNSPEOPLE, Miller takes the rostrum in community house. He said he hoped to bring other industries to the town as well as his own.



KEYS TO THE CITY are given Miller by lumber company's Good (right), who in turn received a watch and big loving cup from the grateful townspeople.

CONTINUED ON NEXT PAGE

Timely Tips by Little Lulu

HOW DO YOU SCORE ON THESE HELPFUL WAYS TO SAVE?



What saves overshoe mix-ups?

- ☐ Safety pins ☐ Adhesive tape

Want two stormy-weather trouble savers? (1) Put adhesive tape inside overshoe mates labeled with owner's last name. (2) Save spreading colds to others—use a Kleenex tissue once, then destroy, germs and all! Soothing, sturdy; extra soft (thanks to a special process), Kleenex is the tissue that's free from lint. Won't aggravate sore noses.



How to tie packages safely?

- ☐ Wet the string
☐ Wear a thumb protector

For "painless" package-tying, safer mailing—wet the string before using. Shrinks when it dries; keeps package secure. And every morning, tie a string around your finger—a memo to slip Kleenex Pocket Pack tissues in your purse. 24 sheets (12 pulls)—of regular full-size Kleenex, in a new any package. Neat! So convenient!



To remove surplus grease from soup, try—

- ☐ A fan ☐ Lettuce

Soup's on—grease gone!—when you have skimmed it off by dousing lettuce leaf with cold water, then passing leaf over soup surface. To skim through scads of kitchen chores, use Kleenex. It's a grease-getter! Grand for "mop-ups." Tops for draining fried foods. What's more—only soft, strong Kleenex comes to you in that handy Serv-a-Tissue box!



When painting the ceiling, use—

- ☐ An umbrella ☐ Rubber ball
☐ Serv-a-Tissue box

Reach for the ceiling in comfort! Half of hollow rubber ball slipped over paint brush handle keeps paint from trickling down. (No messy armful!) When you keep that Serv-a-Tissue box reachable—you'll always have a soft, brawny Kleenex tissue ready for "wipe-ups." With Kleenex you get just one at a time (not a handful!) Saves fumbling!

Kleenex® ends waste - saves money...

© INTERNATIONAL CELLUCOTTON PRODUCTS CO.

U.S. PAT. OFF.

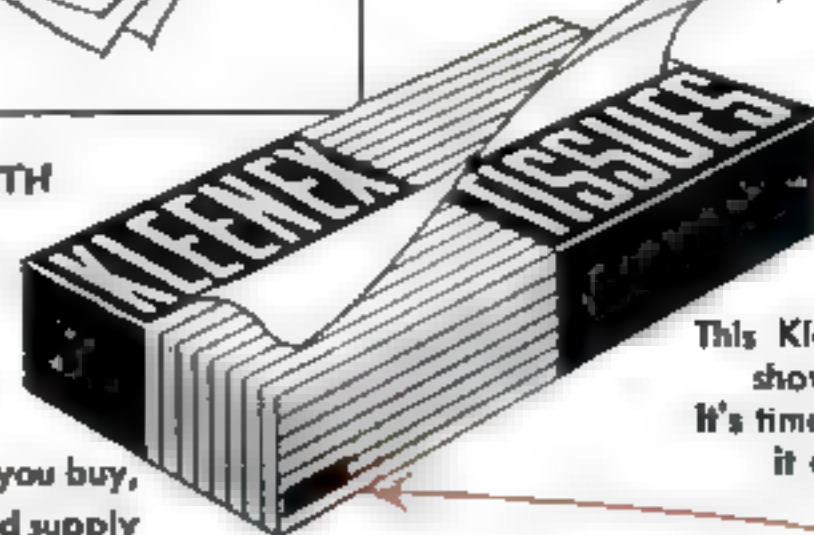
1. INSTEAD OF MANY...



2. YOU GET JUST ONE...



3. AND SAVE WITH KLEENEX



This Kleenex "window" shows you when it's time to order it again

Get several boxes when you buy. You'll always have a good supply

Amazing!



First second—
cold milk

—next second
stir in Quik

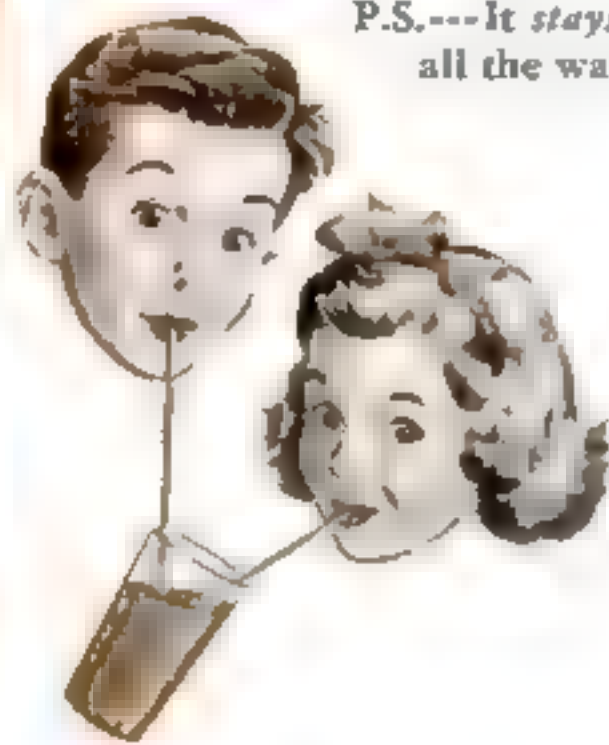


and you get
RICH CHOCOLATY
MILK...M-M-M

—instantly with

NESTLÉ'S Quik!

...the fastest you ever
mixed—the best you ever
tasted! Because this amazing
new Quik mixes with cold milk—
INSTANTLY! No beating...no
bother...and no refrigerating!
Just stir and serve!
P.S.—It stays chocolaty
all the way through!



WITH THAT FAMOUS **NESTLÉ'S** CHOCOLATE FLAVOR

Sold: One Town CONTINUED



ON HIS GOLF COURSE Miller walks with Good and Mrs. Miller as they play a round over its nine holes. Course is near the shore of Big Bay de Noc.



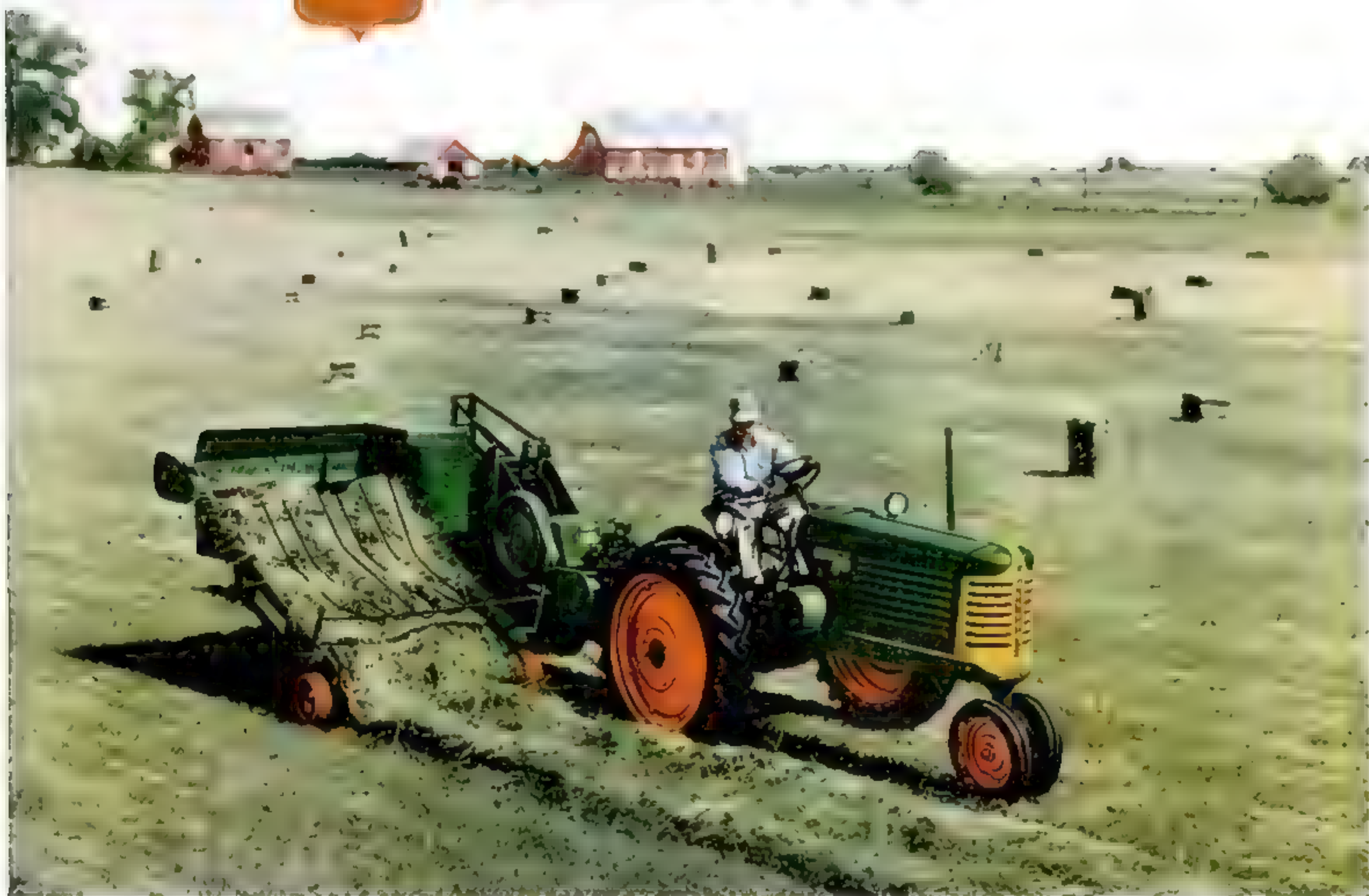
AT HIS GENERAL STORE (groceries, clothing, meats) people of Nahma (pop. 750) wait for a visit from Miller. Small building at left is the post office.



ON HIS FISHING WATERS Miller casts a line into Sturgeon River while Good kibitzes. River was used to float logs to mill in the old lumbering days.



For 50 years Borg-Warner has been working hand in hand with OLIVER



Oliver Automatic Baler, drawn by Oliver Row Crop Tractor, packages up to 16,000 pounds of hay an hour. 9 out of 10 farms speed production with B-W equipped machines

*Almost every American
benefits every day
from the 185 products of*
BORG-WARNER
*created for the automotive,
aviation, marine, farm equipment,
and home appliance industries.*

*To Oliver's exacting requirements, Borg-Warner creates many
different essential operating parts.*

Like a "Who's Who" of industry reads the list of U. S. companies Borg-Warner is serving. Prominent among them is The Oliver Corporation, famous manufacturer of machinery to make farming easier and more productive.

You'll find that in the building of farm equipment *all* the top manufacturers regularly specify vital operating parts made by Borg-Warner. These include

plow discs, harrow teeth, hydraulic pumps, chain drives, universal joints, transmissions, clutches, carburetors, and also special types of steel.

"Design it better . . . make it better" is B-W's guiding rule. This, plus broad engineering skills and large-scale facilities, will continue to help in bringing both country and city Americans more and better things to eat and to wear.

These units form BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.



SEQUEL



FRIENDLY FLUTISTS of the Colorado tribe posed with lack of self-consciousness for picture in original LIFE story.

OLD HEADS REVISITED

A copy of LIFE is a "passport" to jungle savages

Twice before, Explorer Lewis Cotlow of New York City had worked his way into the foothills of the Andes in Ecuador and Peru to make contact with the fierce headhunting Jivaro Indians. His expeditions were costly, lengthy and hazardous, but his photographic report, published in part in LIFE, July 15, 1946, was perhaps the most complete account ever filmed of their strange voodoo practices. Some time ago, to make a movie of even more remote elements of the Jivaros, Cotlow packed in again, first by plane, then by canoe and afoot. With him, as a "passport," he carried a copy of LIFE. At one point he came again across the tribe of Colorado Indians whose pictures he had taken earlier. Enchanted by their own looks, the Colorados helped speed him on his way. In the Jivaro country Cotlow found some of his friends of old; a few, ominously, were missing. But Cotlow's trip was a success, for at the end of his journey he found the fiercest Jivaro of all, Chief Utitiaja, whose claim of 58 enemy heads is the current regional record. For his labors, Utitiaja offered Cotlow a Jivaro's greatest tribute—the head of one of his prettiest wives, and still attached (p. 62).



FASCINATED BY PHOTOGRAPHS of their performance years earlier, Colorados carefully examine the issue of LIFE carried by Cotlow as a passport.

← A JIVARO SITS OVER BOILING POT, SHRINKING HIS ENEMY'S HEAD

CONTINUED ON NEXT PAGE

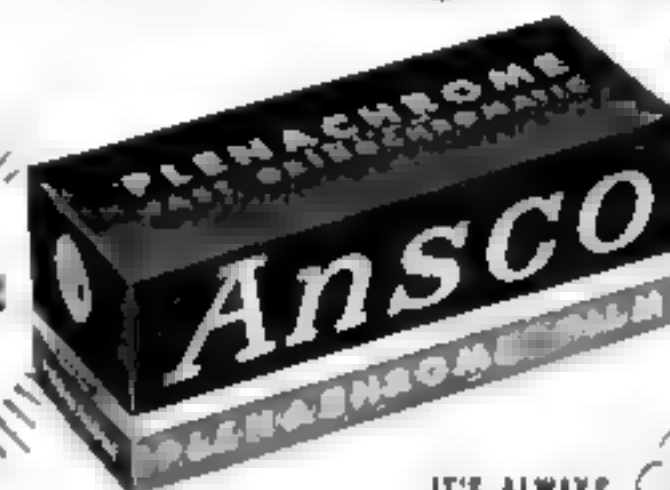
Rain or Shine... Only Ansco Guarantees Perfect Snapshots!

*Yes, you call them perfect OR YOU GET A NEW ROLL, FREE.
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one stroke wipes it clean

At last...a blind that
wipes out a top housekeeping
headache . . . because it
wipes clean with
just a damp cloth!

The supple
plastic tapes won't
shrink, stretch or fade
...the spring-tempered aluminum
slats snap right back to shape.

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wipes
off

refuse to chip,
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Why put up with
ordinary blinds?
Put up Flexalum!

venetian blinds

custom made with

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Flexalum
plastic tape

and Flexalum spring-tempered aluminum slats

also in packages...so you

can retape your own blinds



Send for FREE booklet—"How to choose your venetian blinds". WRITE D. 25,
HUNTER DOUGLAS CORP., Riverside, Cal., or 150 B'way, N.Y. • HUNTER DOUGLAS LIMITED, Montreal, Que.

Heads CONTINUED



FACE OF THE ENEMY is shown by a tribal witch doctor to two serious future warriors of the Jivaro tribe as a part of their preparation for manhood.



END OF THE ENEMY is ceremony in which the shrunken head is held aloft over a smudge fire for exorcising of evil spirit before head is finally filed away.



GIFT TO EXPLORER, presented by Utitaja (right) to Cotlow, took the form of one of the chieftain's five wives, whom Cotlow graciously returned.



Preferred Position

You have the best spot in the office when you're sitting in front of an IBM Electric Typewriter.

Your IBM works for you, requires only the lightest touch, and turns out work of first-class appearance.

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At Last! A Dreamy-Creamy Coconut Pie

YOU CAN MAKE AT HOME—IN MINUTES!



NEW!



JELLO COCONUT CREAM PUDDING & PIE FILLING

A THRIFTY TREAT!
TASTES HOMEMADE!

Get ready to enjoy a luscious homemade coconut cream pie like you never had before! One that's quicker, easier, more economical—and a beauty besides!

Jell-O Coconut Cream Pudding and Pie Filling takes about 5 minutes to make—all you need add is milk. Lots of snowy shredded coconut right in the mix!

Jell-O is a registered trade-mark of General Foods Corporation

And good? You said it! It's a pie lover's dream pie—every luscious smitch of it. But that's not all! You can make a pudding that'll set your family to raving—with the new and wonderful Jell-O Coconut Cream Pudding and Pie Filling.

Don't delay—get some Jell-O Coconut Cream Pudding and Pie Filling today!



FOR
Red Letter
DESSERTS



FIRST OF THREE ICE ISLANDS, T-1 (LEFT), WAS DISCOVERED IN 1946. RECENT AERIAL PHOTO SHOWS IT IS SMOOTHER, HIGHER THAN SURROUNDING PACK ICE

ISLANDS OF ICE MAY SERVE AS FLOATING BASES

Last month the Air Force, in releasing photographs taken during recent polar exploration, gave the world a look at three strange islands named T-1, T-2 and T-3 which are floating about in the Arctic Ocean some 200 miles south of the North Pole. These islands, composed entirely of compacted snow and ice, are several hundred feet thick and miles wide. The largest of the three, T-2, has an area of roughly 300 square miles, much larger than that of Guam.

The ice islands are believed to be pieces of glaciers which long ago broke loose and slid into the sea. They are so massive and strong that the churning Arctic pack ice cannot dent their sides, and unless they drift into southern waters where they would melt they should last for hundreds of years. But even more interesting is the possibility that these islands may prove to be usable as weather stations and landing strips. The military advantages of such floating bases have

been recognized since World War II, when the British launched a project called Habbakuk (Churchill Memoirs, Volume V, LIFE, Oct. 8) for the construction of great self-propelled ice-and-woodpulp rafts from which they could refuel fighter planes. The Habbakuk project collapsed through lack of funds and lack of need. But T-1, T-2 and T-3, ready-made and strategically situated, may meet the standards required for the world's first floating airfields.



MASSIVE T-2, spotted during the summer of 1950, is roughly circular and about 20 miles in diameter. Seen here from 45 miles away, it stands out clearly against

the ice-clogged sea around it. In summer streams flow across its surface from highest portion (upper left) whose altitude is thought to be approximately 40 feet.

What is the,

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The America Fore Insurance Group is a group of . . .

- Five outstanding capital stock insurance companies operating under the same management and writing practically every type of insurance except life—
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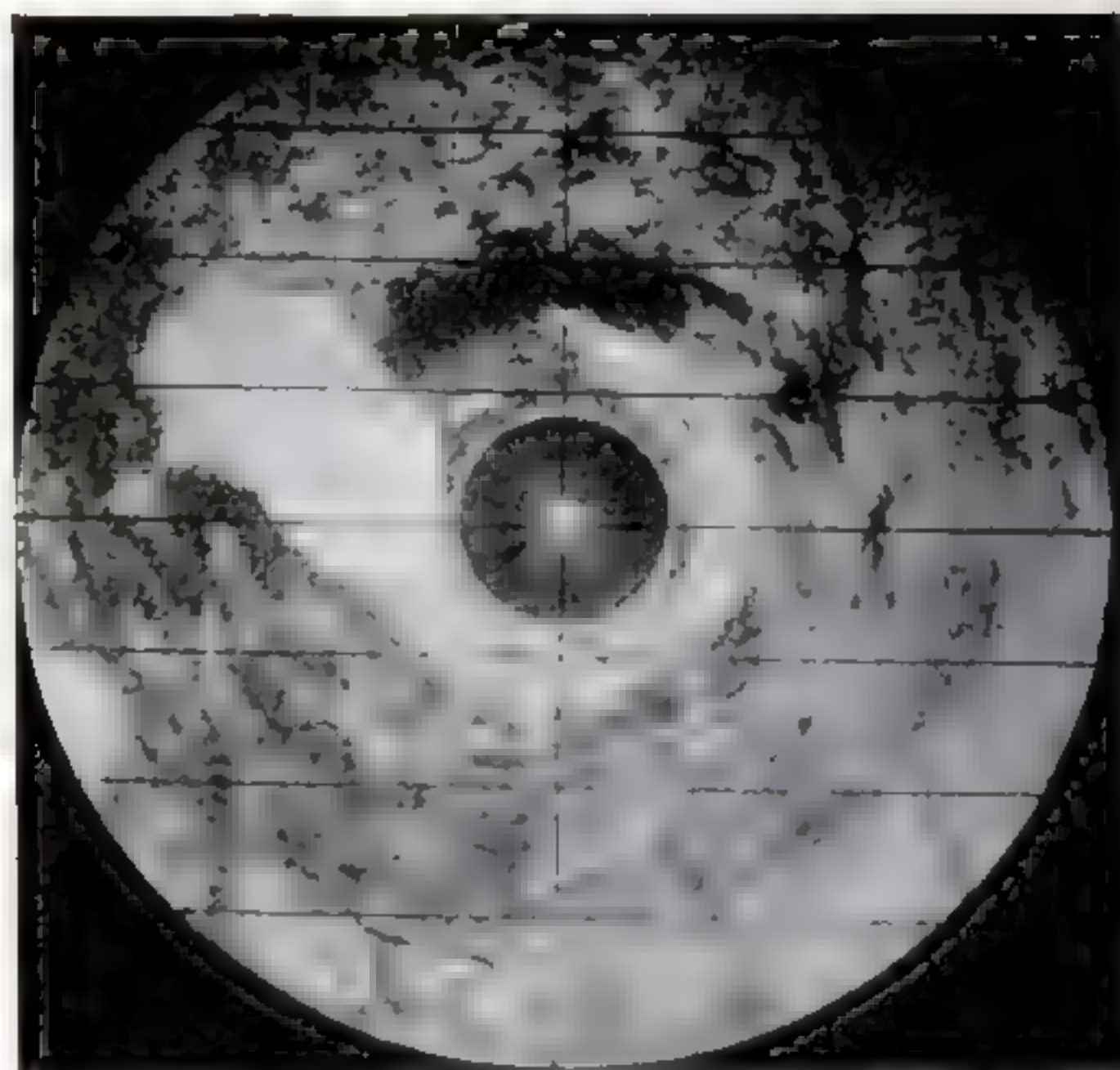
**THE FIDELITY & CASUALTY
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For a nearby America Fore Agent or claims office call Western Union by number, and ask for Operator 25.

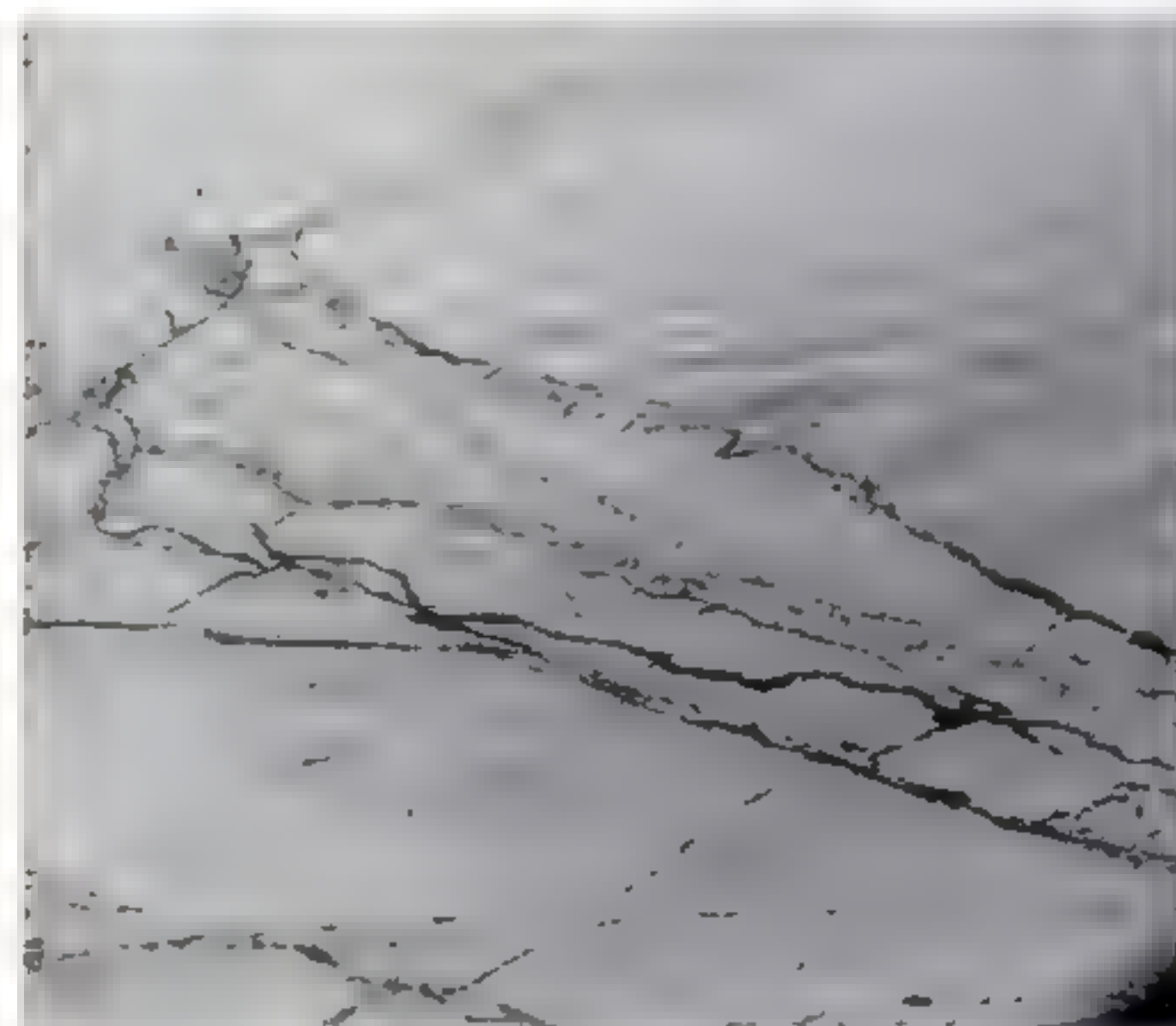


LOOK FOR THIS SEAL ON YOUR POLICIES

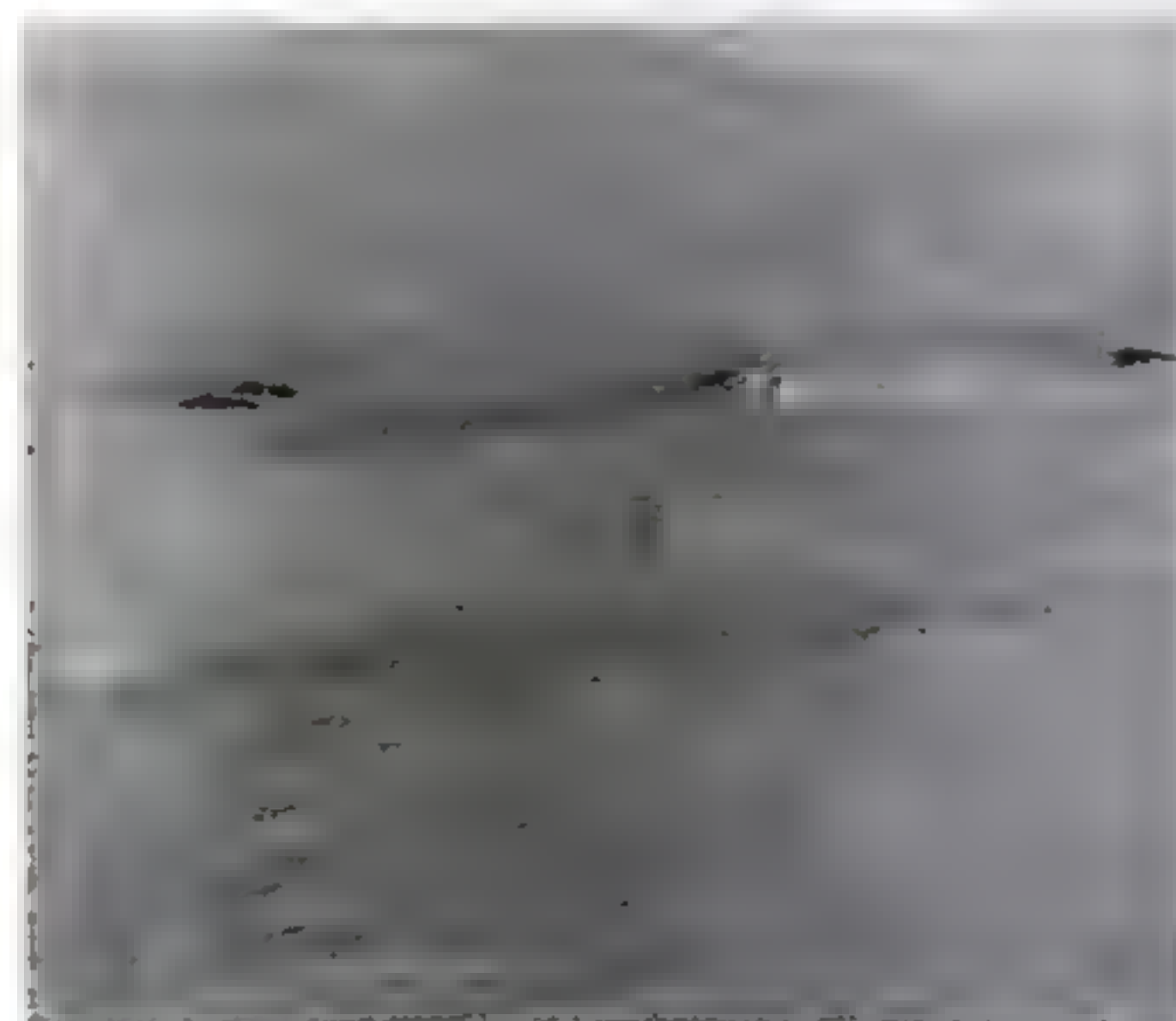
Ice Islands CONTINUED



REVEALED BY RADAR during a long-bound flight in July of 1950, T-3 (white area left of center) appeared as solid mass 15 miles long by 7 miles wide.



T-3's COAST is a sharp line of demarcation between the cracked and irregular ice pack (left) and the rolling, landlike contours of the snow-clad island.



T-3's INTERIOR lacks jagged ridges and deep fissures of ordinary ice floes. The designation "T" is the Army's conventional abbreviation for radar target.

CONTINUED ON PAGE 68



You can thank **RAMSEY ENGINEERING** for the **DOUBLE-LIFE PRINCIPLE** and 60 other firsts in piston rings

Once 25,000 miles was a record in car life. Today, it is only a beginning!

Just think of this! The piston rings in your car's engine go up and down approximately 6 million times every one thousand miles you drive. That means a lot of wear. Yet your automobile engine is standing up better today than ever before!

And it will stand up even better in the days to come!

The answer is that the Automobile Industry never has relaxed and never will relax its fight against engine wear. Allied with the Automobile Industry for over a quarter-century, in this battle against wear, Ramsey

Piston Ring Engineering has made important contributions to the lengthening of engine life of cars, trucks, buses and tractors by

- ... studying wear in engines
- ... inventing new ways to overcome wear
- ... slowing down the rate of wear

The success of Ramsey Engineering in the battle against wear begins over a quarter-century ago with Ramsey's leadership in the development of the life preserving inner-ring section of the modern piston ring. Since 1931, each of the more than 60 patents granted Ramsey constitutes a further victory against wear.

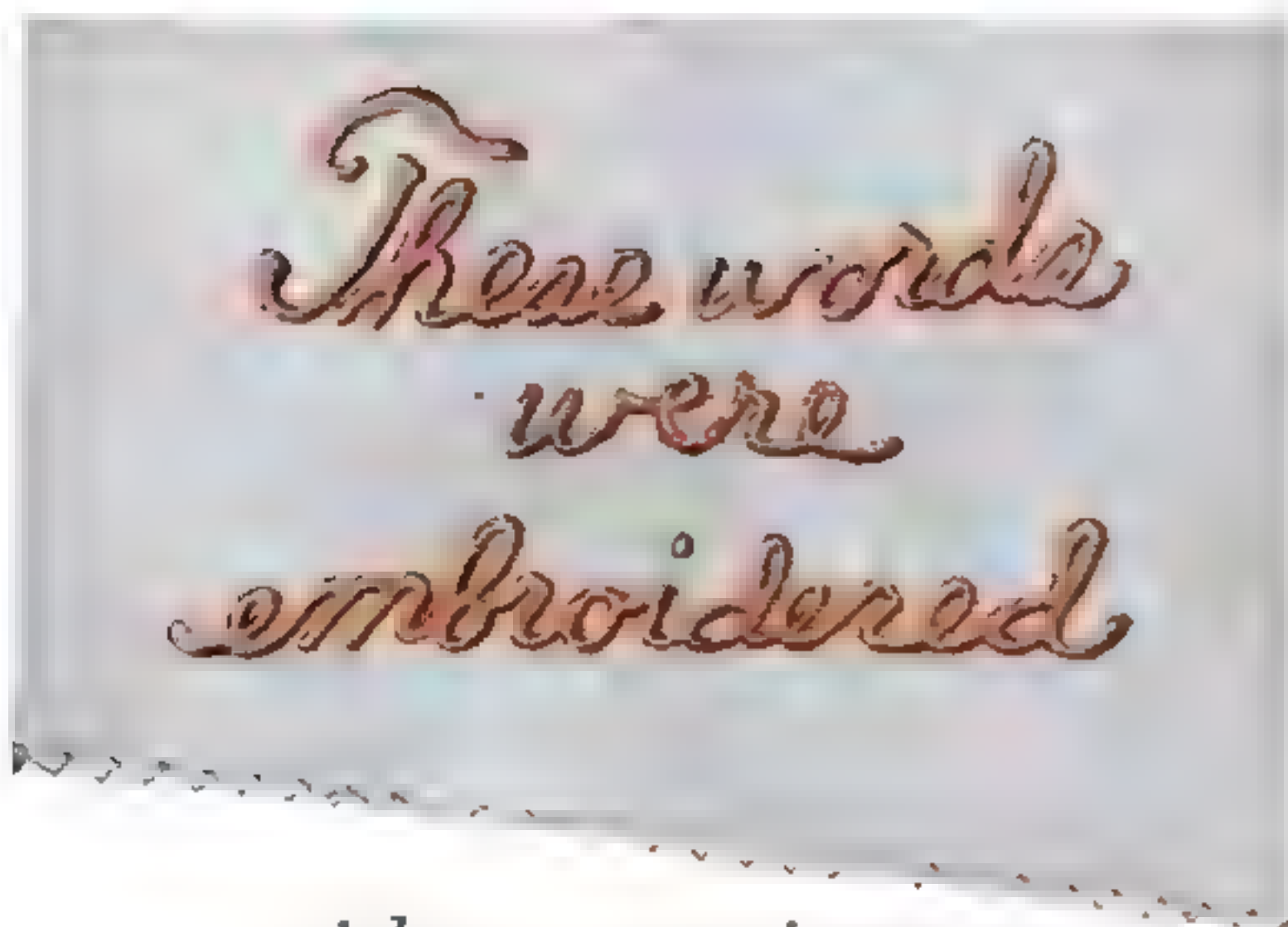
The Ramsey Double-Life piston ring principle is an outstanding example. Introduced by Ramsey 12 years ago, it has been widely imitated yet it has never been duplicated. *It makes possible the repairing of engines without penalizing them with high piston ring pressures that can increase wear.*

So, whatever the economy of your present operation, you can thank Ramsey Engineering for having had a hand in it. The proof of Ramsey Engineering research and invention is not only in the performance of Ramsey Piston Rings and other products but in their wide imitation and influence on the design of others.

Makers of **RAMCO 10-Up** Piston Rings, Ramco Inner-Rings, Ramco Piston Skirt Stabilizers, Seal-Tite and Oil-Tyte Piston Rings, Spirolax Retaining Rings, Spiro-Seal Grease Seals and Dust Seals, and special rings for Automotive and Industrial Application. Ramsey Corporation, General Offices St. Louis, Mo., a Subsidiary of Thompson Products, Inc. Factories: St. Louis and Sullivan, Mo.; Fruitport, Mich.; Toronto, Canada.



SETTING NEW AND HIGHER STANDARDS FOR HARNESSING ENERGY TO MAKE ENGINES AND MACHINES BETTER SERVE AMERICA

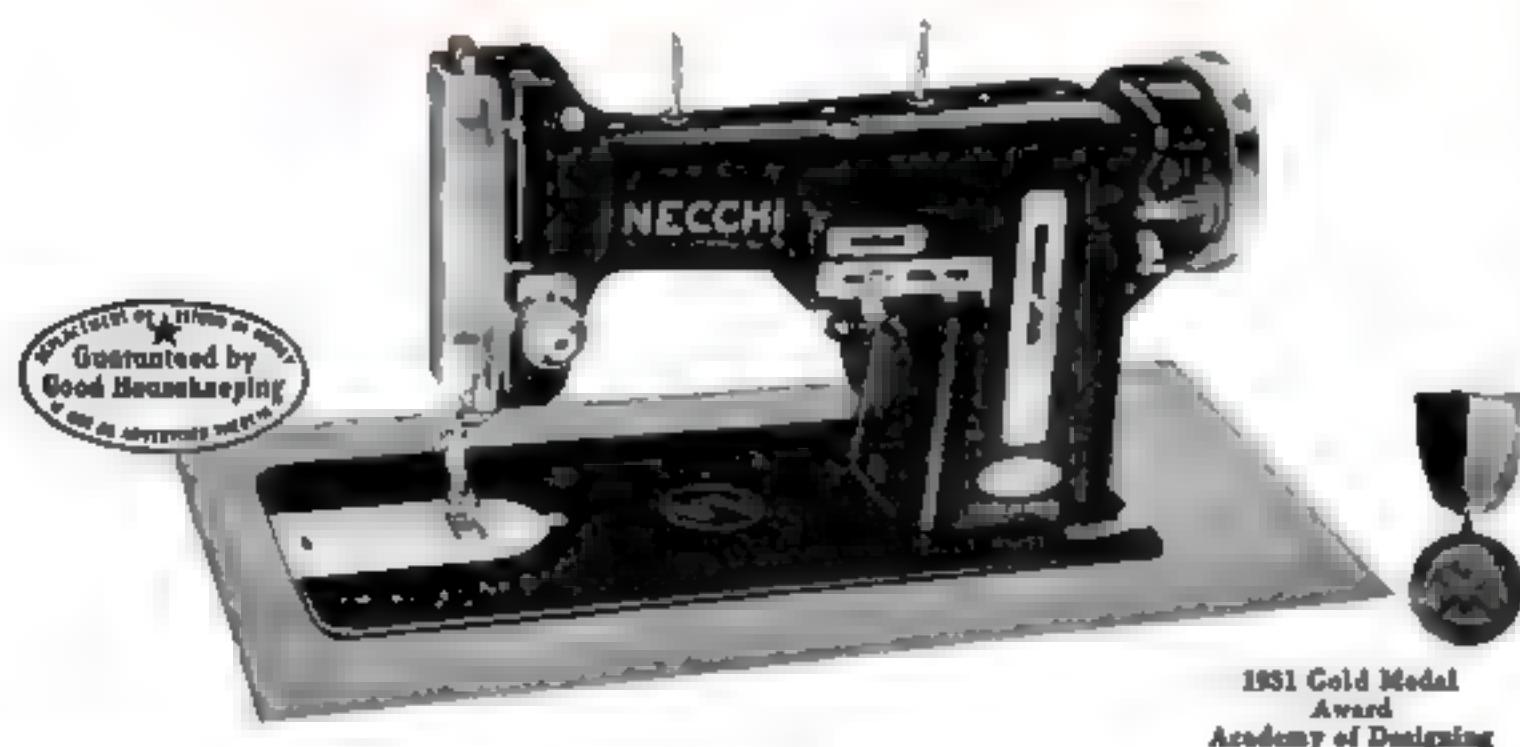


without attachments

by the
amazing

NECCHI

sewing machine



It's a fact! Without a single attachment, the Necchi sews on buttons, makes buttonholes, embroiders and appliques, sews straight, zig-zag, forward and reverse, does all kinds of hand-finishing for you—quickly and easily! Yet the cost is far less than you'd expect to pay for such performance. Authorized dealers provide genuine Necchi parts and expert service in over 1000 cities. Look for this sign:



FREE home demonstration! See the Necchi before you buy any sewing machine!

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Please send me your FREE booklet.

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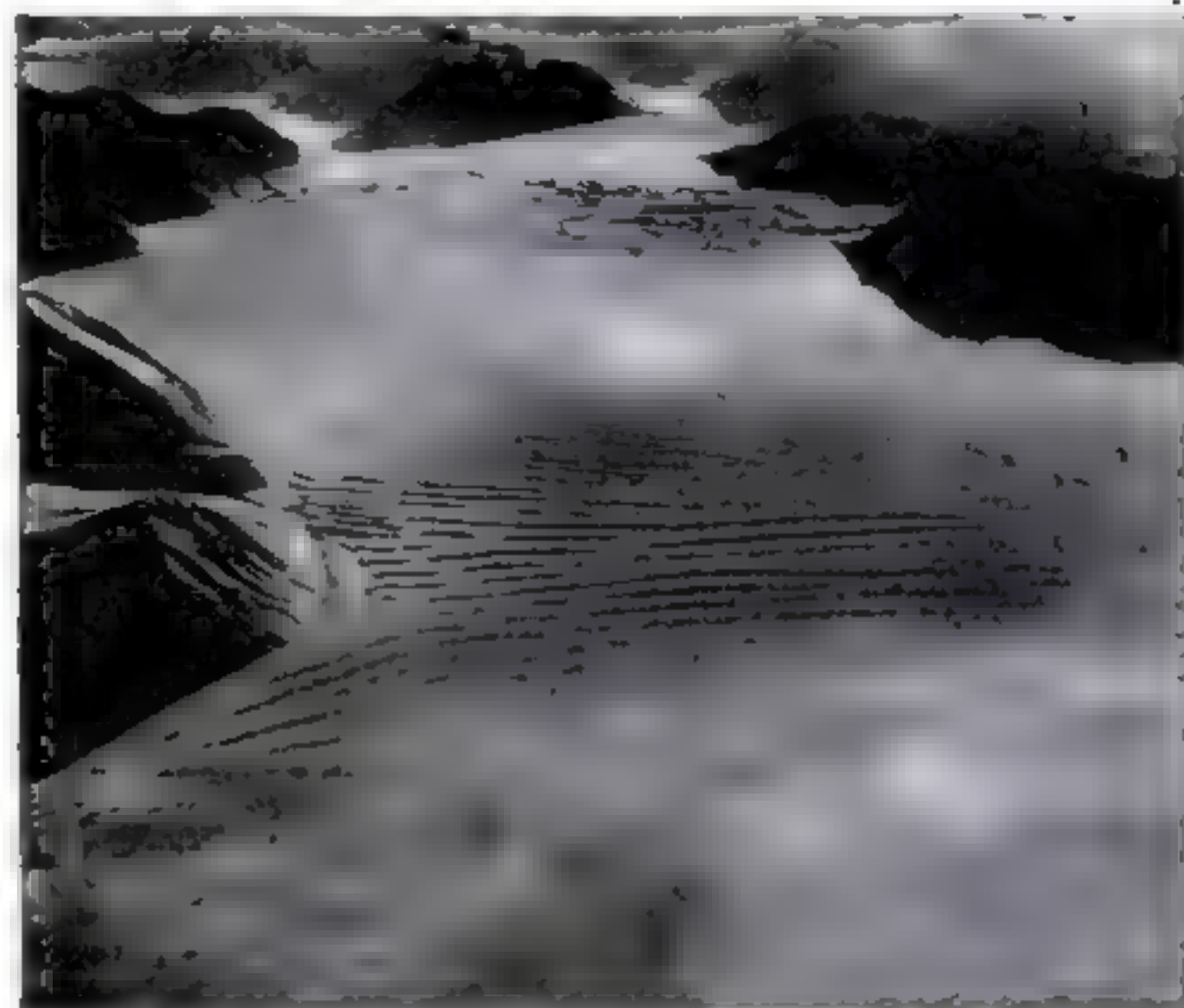
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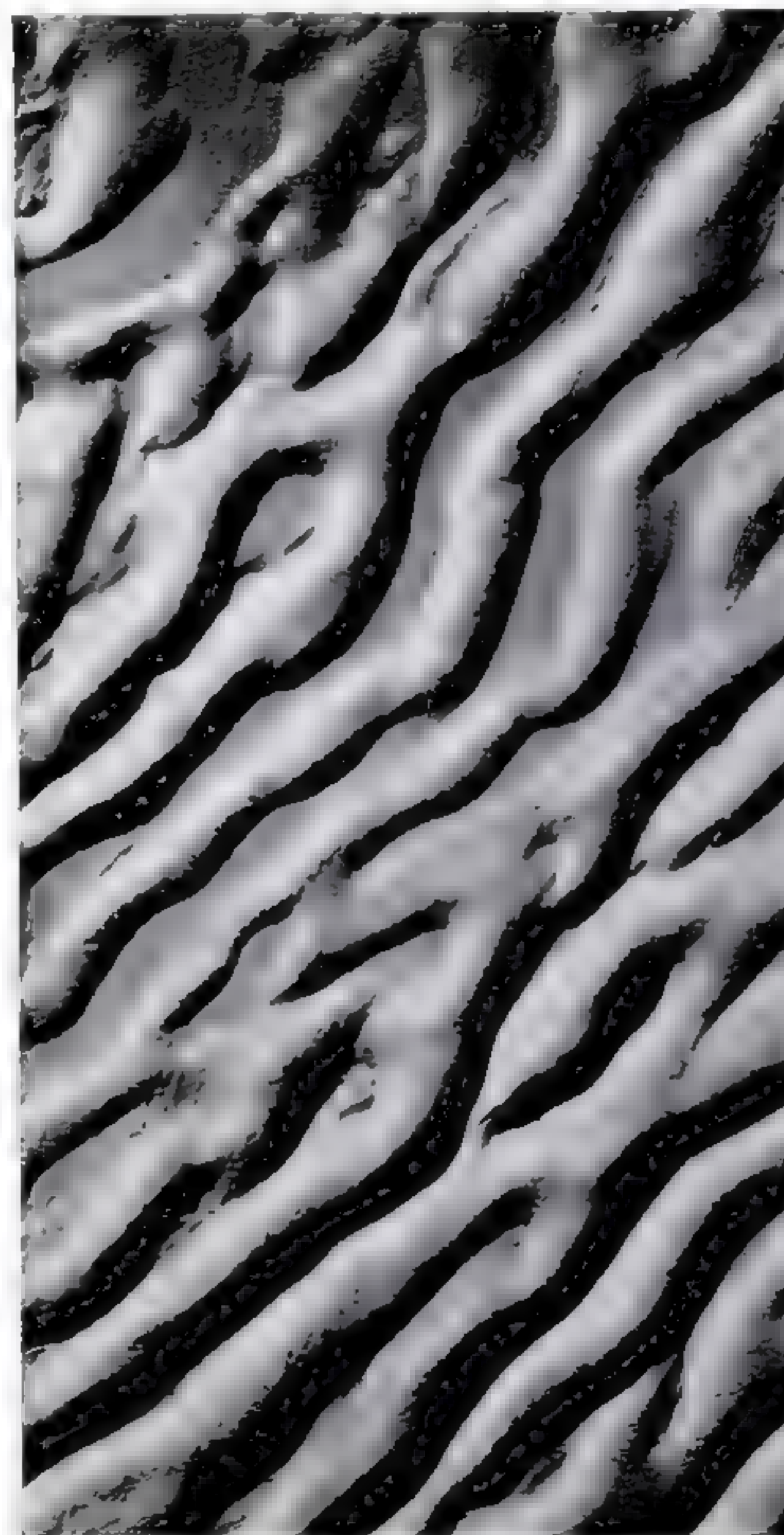
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West of the Rockies, NECCHI CORPORATION OF CALIFORNIA, 412 W. 6TH ST. LOS ANGELES, CALIF.

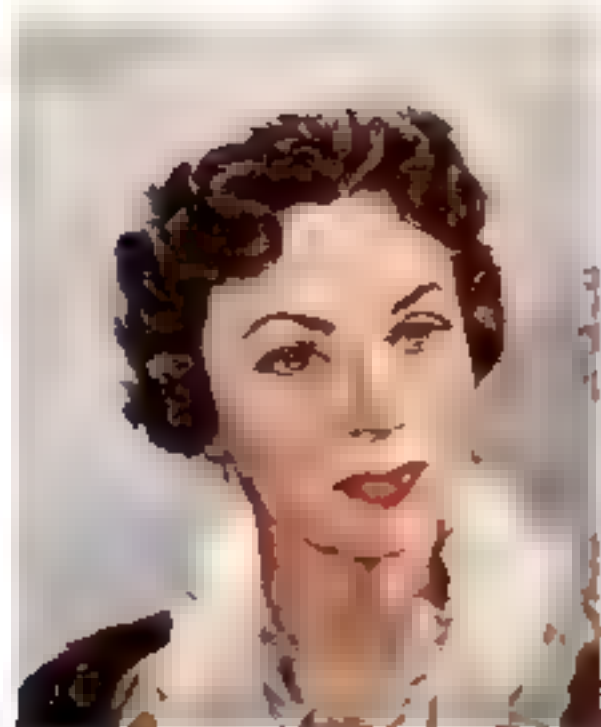
Ice Islands CONTINUED



ORIGIN OF ISLANDS, though still uncertain, is believed by some scientists to be in glaciers, like this one on Ellesmere Island, which flow into sea.



GLACIER'S RIDGES resemble those on ice islands, suggest possible glacial origin. Presence of such ridges on islands might limit their use as airbases.



*The Portrayal... The Cast...
The Drama of the Year!*



JERRY WALD and
NORMAN KRASNA
present

*Magnificent JANE WYMAN once again
deeply touches your heart... as she
did in the ever-to-be-remembered
Johnny Belinda... this time as the
woman Louise, another truly great
role that only JANE could portray.*

JANE WYMAN
in THE BLUE VEIL

co-starring

CHARLES LAUGHTON • JOAN BLONDELL • RICHARD CARLSON • AGNES MOOREHEAD
DON TAYLOR • AUDREY TOTTER • CYRIL CUSACK • EVERETT SLOANE • NATALIE WOOD

Produced by JERRY WALD and NORMAN KRASNA • Directed by CURTIS BERNHARDT
Associate Producer RAYMOND HAKIM • Screenplay by NORMAN CORWIN • Story by FRANCOIS CAMPAUX





We Swage the Edge of the Inner Cutter—to make it self-sharpening, and to give you skin-close shaving. These Hi-Velocity Heads are of exclusive Schick design. Precision-made. Sharpened and honed. Comb edges guide whiskers into slots. Curved interceptor bars pick up stubble.

For styling the Schick "20," Carl Otto won the 1951 Industrial Designers' Institute Award.

A head like no other for skin-line shaves

How close can a shave be?

That's the question we asked ourselves when we set out to make the Schick "20" the finest shaving instrument of all time.

And here's the answer we found: skin-line shaves are possible, *but only with a better, more precisely built shaver-head than any yet developed.*

You see the result above, in those gleaming Hi-Velocity Heads that only Schick provides—the only business end of a shaver so precisely engineered to shear every whisker skin-close at its base.

We swage the edge of the inner cutter for extra-close shaving—extra-weight the heads where weight counts—curve the interceptor bars to ease each whisker into place—and individually examine every head under microscopes to insure a precision fit.

What's more, we go to similar lengths in building Schick's real rotary motor. Here, we selectively hand-fit all shafts—grind them three times—and check

this midget power plant at 8500 r.p.m., double the speed at which automotive power is rated.

Yessir, it's the mightiest motor of its size anywhere. You snap it on with Schick's exclusive Stop-Start Button—and feel it drive those Hi-Velocity Heads through the roughest, toughest crop of whiskers you can raise.

In a matter of moments—you're shaved! Your face is as smooth as a movie star's. You can't find a whisker from sideburn to sideburn—not a cut, scrape or burn.

See the Schick "20" at your nearest dealer's. Try its new shape and lightness. Note its handsome new Caddie Case, which also serves as a holder. Then—take it home and find out how fast, easy, and how skin-close shaving can be. Also—see the Schick Super and Colonel. Schick Incorporated, Stamford, Conn. Service offices in principal cities.

Schick "20" \$24.50 • Schick Super \$22.50
Schick Colonel \$17.50

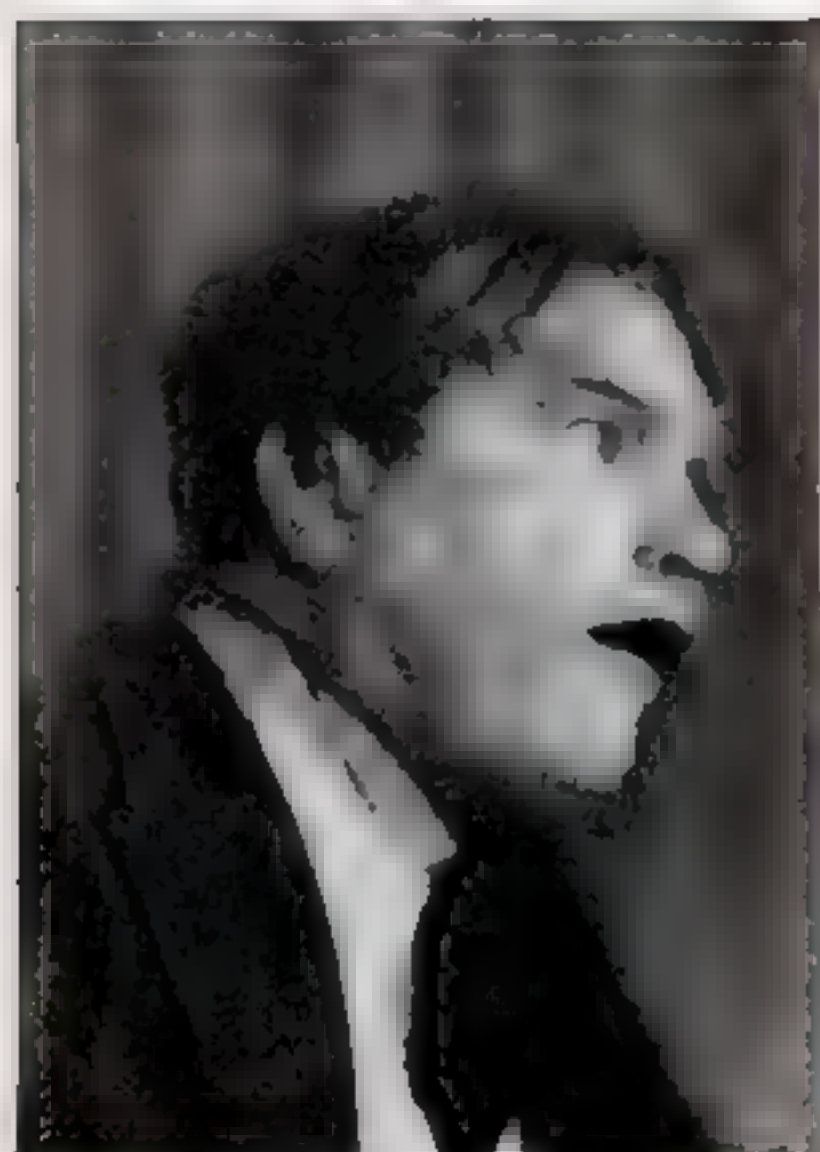


Schick "20"

MORE MEN USE SCHICK ELECTRIC SHAVERS
THAN ANY OTHER MAKE

—better-built for better shaves

See Rudolph Halley in "Crime Syndicated," Schick's Big New Weekly TV Show



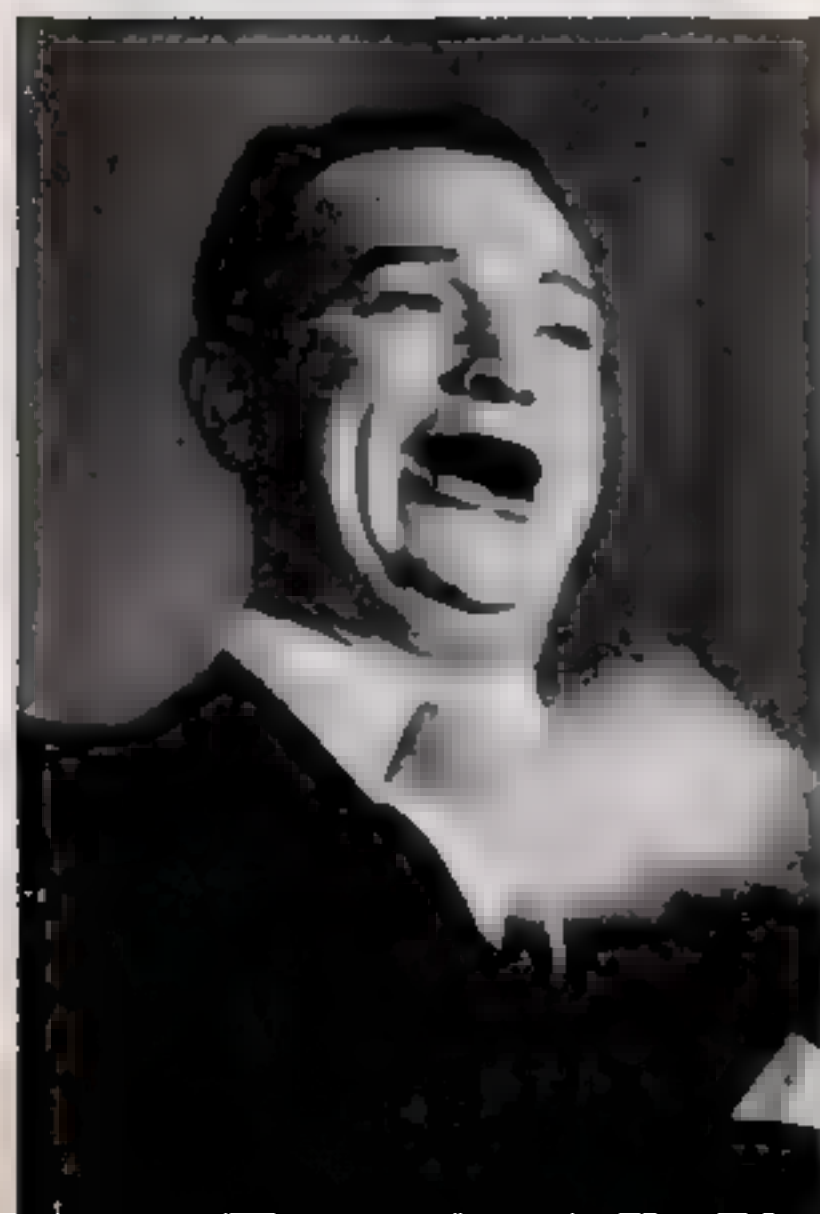
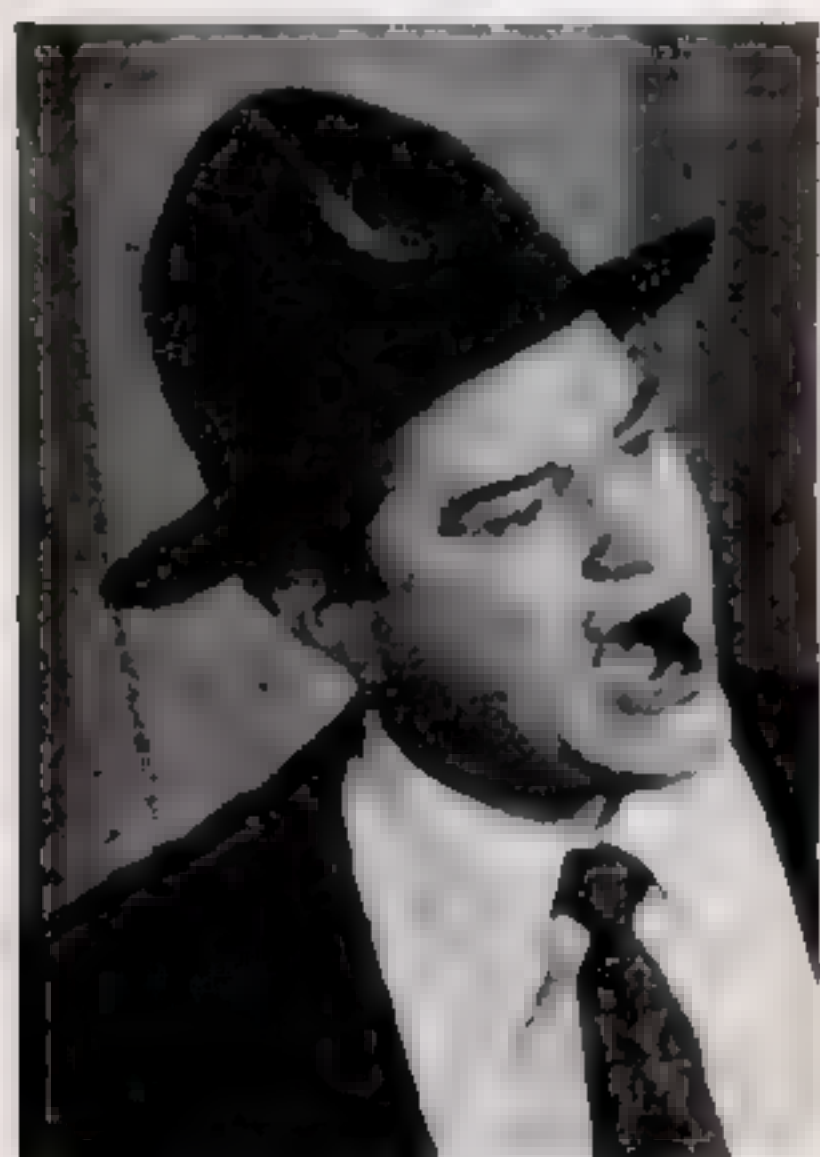
SKELTON OPENS SHOW BY MUGGING THROUGH NBC TEST PATTERN



RUBBER FACE ON TV

Skelton goes into new field with an old cast of boobs

Unlike most Hollywood stars, Richard "Red" Skelton managed to wangle permission to appear on television when he signed his last movie contract. He began to cash in this month when he made his television debut as the first comedian to attempt weekly West-to-East programs from Hollywood over the coaxial cable and microwave. In his show he first appeared in part of network's test pattern (*above*), made a more formal entrance by falling flat on his face, and then introduced his familiar family of boobs (*shown here*), all variations of rubbery Skelton face. They include caricatures of servicemen, punch-drunk "Cauliflower McPugg," a daffy Irish tenor and a blabbermouth politician. Belaboring himself, a grand piano and Joe Miller's joke book, Skelton headed happily into a strenuous radio, TV and film schedule which in the next seven years will bring him \$10 million. Said he, "Can you imagine anyone giving me that much money? They must be crazy."



Whatever you do — Wear Carter's Trigs for winter comfort!

Newest way to face the cold —
CARTER'S TRIGS of Du Pont ORLON*

Whether you're braving the elements or hugging the hearth,
it's Trigs of Orlon for friendly warmth without weight!
Positively will not itch.

Trigs of new warm, cream-white Orlon are
absorbent, mothproof, extra-long wearing . . .
keep size and shape after countless washings
and need no ironing. They're truly knit to fit.
And that superior Carter's elastic will never
let you down! (Carter's Trigs are available
in fine combed cotton knit, too.)



Trigs athletic shirt of Orlon,
sizes 36 to 46, \$2.95
M length Trigs of Orlon,
sizes 30 to 44, \$2.95

Carter's
TRIGS

Short sleeve shirt of Orlon, with patented
Nevabind sleeves, sizes 36 to 46, \$3.50
Trig longs of Orlon, sizes 30 to 44, \$4.95
(Carter's also makes union suits of Orlon)

*Du Pont's trademark for its acrylic fiber

For store near you write The William Carter Co. Dept. L-1, Needham Heights, Mass.

Red Skelton **CONTINUED**

HE HAS TROUBLES AS A TENOR



AS AN IRISH WARBLER, Klem Kaddiddlehopper, Skelton introduces his
tenor solo *Return of the Swallow* by Belch (*top*). When pianist plays offensive
trills, he says: "Petrillo or no Petrillo, this guy has got to go," shoots at him
(*center*), finally closes recital with a thump as piano top falls on him (*bottom*).

Guard Against Throat-Scratch

... enjoy
the smooth smoking of
fine tobaccos



...smoke
PALL MALL
the cigarette
whose mildness you
can measure

Outstanding...
and they are **mild!**

Study this Puff Chart:

**PUFF BY PUFF...YOU'RE ALWAYS
AHEAD WITH PALL MALL**



The further your cigarette filters the smoke through fine tobaccos, the milder that smoke becomes. At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette.



Again after 5 puffs of each cigarette your own eyes can measure the extra length for extra mildness as the smoke of PALL MALL's fine tobaccos is filtered further.



After 10 puffs—or 17—Pall Mall's greater length of traditionally fine tobaccos still travels the smoke further—filters the smoke and makes it mild. Thus Pall Mall gives you a smoothness, mildness and satisfaction no other cigarette offers you.

* * *

Wherever you go today, you will see more and more people smoking PALL MALL—the cigarette whose mildness you can measure.



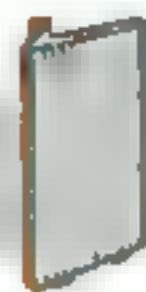
ANNOUNCING A SENSATIONAL NEW BATTERY BUILT TO LAST LONGER... THE EXIDE **ULTRA START**



A new battery with new features—developed in the research laboratories of Exide, creator of the first automobile starting battery. Results of continuing tests are so startling that we hesitate to predict just how many years the ULTRA START will last. However, we do know this: put an Exide ULTRA START in your car and, barring accident or downright neglect, you will not have to buy another battery for a long, long time!

Three new battery developments give **ULTRA START** amazingly longer life...

SILVIUM THE CORROSION-RESISTANT GRID ALLOY



Exide's newly developed alloy of silver, lead, and other components—defeats a battery's most destructive enemy... *grid corrosion*. Grid corrosion is caused by overcharging, which accounts for 60% of all battery failures. Corroding tests show that SILVIUM grids last more than twice as long as ordinary grids. SILVIUM contributes to the longer life of your ULTRA START!

ACTIVE MATERIAL A NEW FORMULA!



The power capacity of your battery depends largely upon the active material in the plates. So effective is the new active material in the ULTRA START that it is possible to take full advantage of the benefits of an acid solution of lower specific gravity.

PORMAX PRACTICALLY INDESTRUCTIBLE SEPARATORS!



PORMAX is a plastic separator... extremely resistant to heat and acid... flexible and tough. It has many times the life of separators used in ordinary batteries. Its low internal resistance increases cold-weather starting ability. PORMAX contributes to both the longer life and the power of your ULTRA START!

OTHER ULTRA START FEATURES.

Vitrex Retainers • Element Protector • Plastic Connector Shields • Plastic Vent Caps • Improved Sealing Compound • Shock Resistant Container

See your Exide Dealer today. Ask him to show you the revolutionary new Exide ULTRA START... the battery that assures you of years and years of dependable starting!

THE ELECTRIC STORAGE BATTERY COMPANY, Philadelphia 2

Exide Batteries of Canada, Limited, Toronto

EXIDE™, PORMAX™ and VITREX™ Reg. Trade-marks U.S. Pat. Off.
ULTRA START™ T.M. Reg. ® plus for

WHEN IT'S AN **Exide** YOU START

HIS FINALE IS A BELLY-FLOP



SKELTON'S EXIT begins (top) as the comedian steps before the curtain and tells audience: "Gee, I like television. On radio you're cut right off, but I could stay out here as long as I want to." Promptly, two men grab his ankles, haul him out flat on his face (center), the show ends with flutter of curtain.



Ready for the Party



"EVERYTHING'S SET
FOR A GOOD TIME,
WHITEY!"



"IT'S ALWAYS A GOOD
PARTY, BLACKIE,
WHEN THEY SERVE
BLACK & WHITE SCOTCH. ITS
QUALITY AND CHARACTER
NEVER CHANGE.



"BLACK & WHITE"

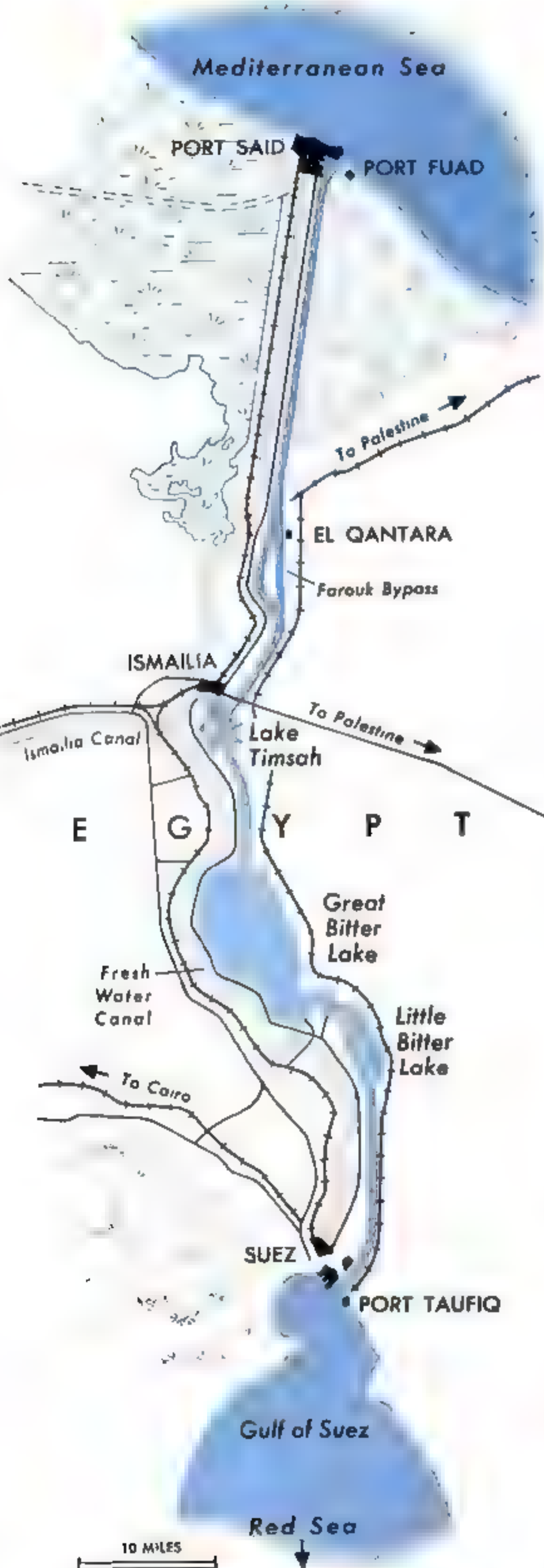
The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS

THE SUEZ CANAL

It faces a critical future as Egypt moves to oust the British

PHOTOGRAPHED FOR LIFE BY DAVID DOUGLAS DUNCAN



LONGEST IN WORLD (100 miles) for ocean-going vessels, the Suez Canal is level from end to end, operates without locks. Old Ismailia Canal runs to Nile.

For 82 years the Suez Canal, which flows across the flat, sun-scorched sands of Egypt, has been the short sea route from Europe to the East, linking the Mediterranean to the Red Sea. All that time its waters have been as full of profits (p. 78), paradoxes and political perils as of merchantmen and warships in transit. Next month the first major addition to the canal will be opened to ship traffic—the seven-mile Farouk Bypass (map, left), which will eliminate a bottleneck for passing convoys. But skill greater than any demanded of the bypass engineers will be needed by the diplomats to remove the dangerous political bottlenecks that now threaten the peaceful future of the canal and the Middle East.

Chief among the paradoxes which have made the canal an international pepper pot since its origin is the fact that it crosses the soil of a sovereign state but is owned by capital held almost entirely in other countries. It was built by a French company under Ferdinand de Lesseps (p. 85) despite the opposition of Great Britain, who feared for her eastern trade. But in 1875, in Prime Minister Disraeli's greatest personal coup, the British secretly bought into the company by purchasing 177,000 of the canal company's 400,000 shares of stock from Egypt's financially embarrassed spendthrift khedive. Private French interests retained control of the company and a Frenchman—today it is Francois Charles-Roux (above)—always has been president of the company's board of directors. Still, when Egyptian nationalists in 1882 rose



PRESIDENT OF CANAL

up against the khedive and the Anglo-French "aliens," France's government by default left to the British the job of putting down the revolt and from that time the canal has been guarded by British troops. Since 1888 the canal has operated under an agreement making it an international waterway, open to ships of all nations in peace or war. But Egypt herself never signed the convention and now refuses to be bound by it.

Despite her 1949 armistice with Israel, Egypt has repeatedly turned back ships of all nationalities bound through the canal for Israel, the majority of them tankers carrying oil from the Persian Gulf to Haifa. Last month the U.N. Security Council adopted a U.S.-British-French resolution demanding that Egypt terminate her restrictions. Great Britain pointed out all Western European nations were affected by the enforced "virtual inactivity" of the Haifa refinery. But Egypt has refused to heed the U.N.

This refusal is part of a larger anti-Western campaign whipped up, with King Farouk's encouragement, by Egypt's extremist government. Last week Premier Mustafa Nuhass Pasha asked his parliament to wipe out Egypt's 1936 treaty with Great Britain, force British troops from the canal zone and take over full control of the Anglo-Egyptian Sudan. The British, terming Egypt's action illegal, took the precaution of canceling all leaves and ordering their canal troops to remain in camp. Whatever lay ahead, it was almost certain the next phase of the Suez Canal's history would be its most critical.



GRAND OPENING of Suez Canal in November 1869 was marked by three-day procession of vessels through the new waterway. Ceremonies, witnessed

by sovereigns and diplomats of many nations, were threatened by catastrophe when fireworks blew up prematurely and an Egyptian frigate went aground.



THE AGES MEET in the placid waters of the Suez Canal. From the bordering roadway barefooted Egyptian boatmen, with hawsers slung around their shoulders, pull two ancient, masted feluccas southward from Port Said, while behind

them, empty and riding high in the water, glides a modern oil tanker headed for Persian Gulf ports. In their tiny boats the natives haul coal and other heavy goods in short stages to settlements along the canal and connecting waterways.

CONTINUED ON NEXT PAGE

SUEZ CANAL CONTINUED

SHIPS LEAVE GOLDEN WAKE OF DIVIDENDS

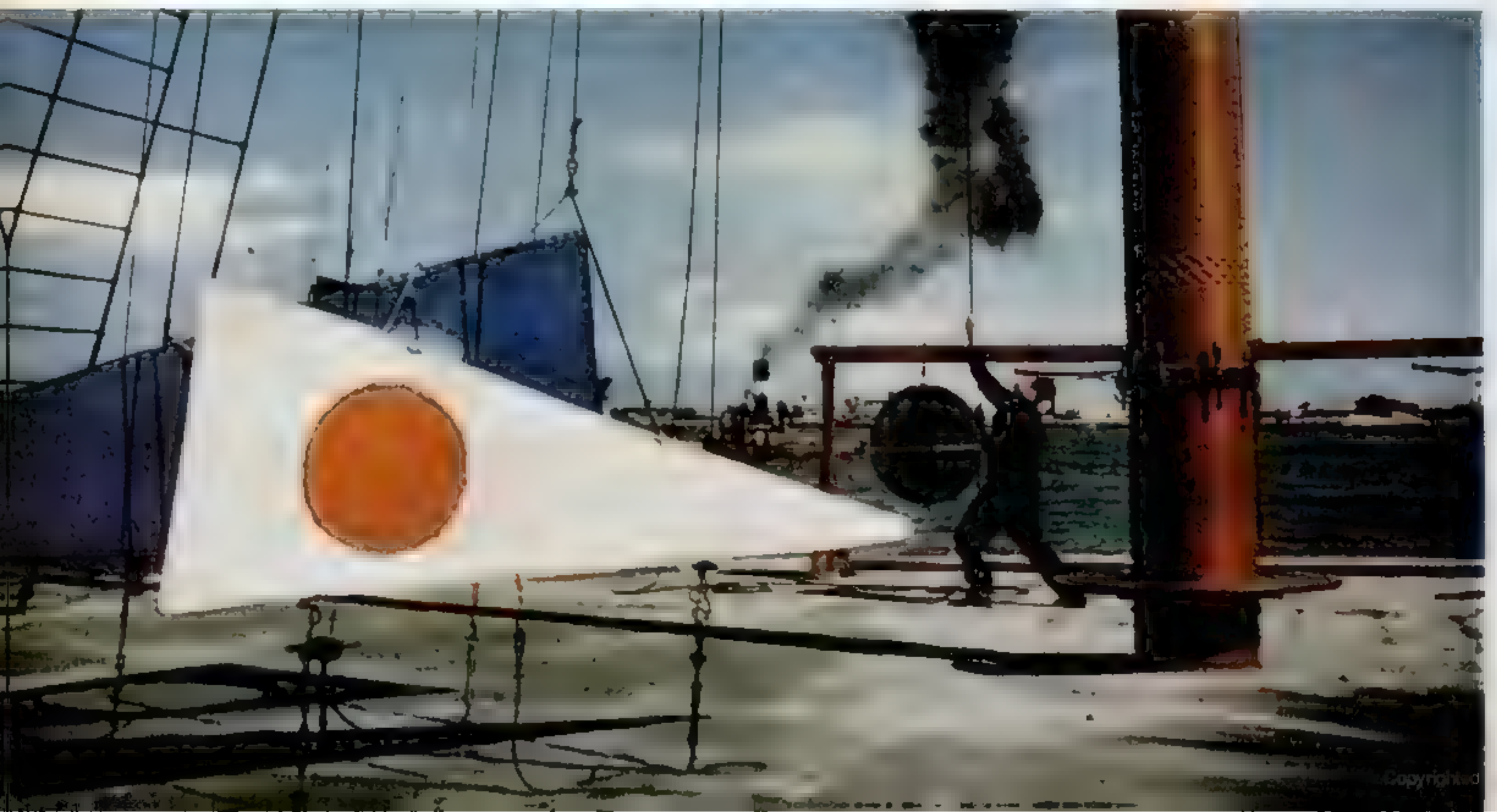
Twice each day, 11 a.m. and 6 p.m., at Port Said in the north and 6 a.m. and 6:30 p.m. at Port Farafra in the south, the ships form up in convoys for the 14-hour run through the Suez. It is once the greatest parades of profit ever devised by man. Except for Egyptian vessels which are granted free passage and ship in transit rates up according to weight. A 10,000-ton passenger vessel pays \$7,500 to go through. Last year's receipts paid produced a dividend of \$90 million, and for a month of \$90 million enough to pay the equivalent of a \$30 dividend on each original \$300 stock investment.

Like the rat that ate the cat, the board of directors is international in flavor as the company name, Compagnie Universelle du Canal Maritime de Suez, 1532 members include 10 Frenchmen who retain a permanent controlling block, 14 British, three government appointed and the others representing private interests from Egyptians, a Dutchman, and since 1913, one American, S. Parkes Luck, a former U.S. ambassador to Egypt, on loan, the company said because of heavy American traffic. To become a director the only requirement is ownership of 25 shares of stock. Directors traditionally vote themselves 25 each. The company's profits are paid out for their services. Even the pilot of the canal boats is considered a ship plumper. Among the 70 pilots—who do not actually take over the ships, which but merely stand by as advisers to the ships' captains—33 nationalities are represented. In addition to base pay the pilots receive a fee for every ship they accompany through the canal. Suez pilots earn about \$7,000 a year. Liveshore and, so far as is known, never have been known to quit.



AT MEDITERRANEAN END of canal in Port Said stands the Suez Canal Company building (top).

Inland vessels from Mediterranean port (bottom). Inland vessels from Mediterranean port (bottom).





← **STOP-AND-GO SYSTEM** for all ships entering the canal at Port Said is hand-operated by a signalman who hoists metal-framed canvas pennants to top of the mast in front of canal company building. White signal with red dot, about to be run up, means, "You are authorized to proceed." The blue signal is for "Stop."

BOBBING BUMBOATS, photographed from the ship's rail above, move in on every passenger vessel awaiting transit through the canal, offering travelers extravagant selection of tourist curios from candy to rugs. Operators of bumboats speak fragments of half a dozen languages, can bargain in half a dozen more

CONTINUED ON NEXT PAGE



CAMEL-MOUNTED CONSTABULARY heads into desert to patrol dikes. Troops stay out for weeks at a time, guarding largely against hashish smugglers.

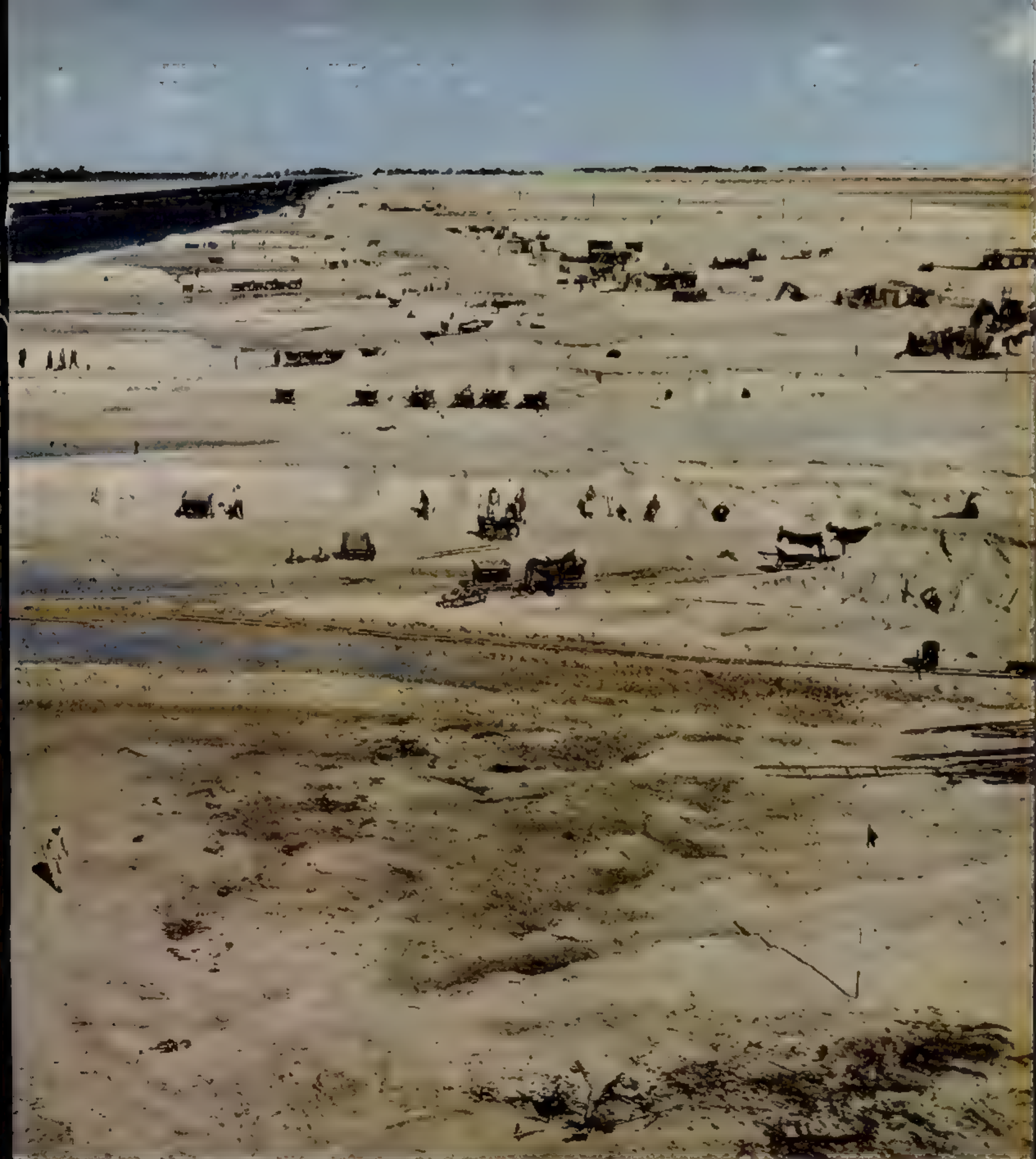


FRESH-WATER CANAL, fed by the Nile, parallels the Suez salt water shipping lane. It supplies drinking and irrigation water, is also used for small craft.



EQUIPPED ONLY WITH SHOVELS AND OTHER HAND TOOLS, NATIVE TOILERS

NATIVE LABOR SHIFTS THE DESERT'S SANDS



CUT INTO THE ENDLESS SANDS OF EGYPT AND LOAD THEIR BURDEN INTO HORSE-DRAWN DUMP CARTS TO DIG OUT NEW FAROUK BY-PASS FOR SUEZ CANAL

For two years, under a sizzling sun, canal workmen have been pushing back the sands of the Sinai desert (*above*) to carve out the seven-mile by-pass that will bear the name of Egypt's king. Though the job of keeping the Suez Canal in constant repair against shifting silt never ends,

major changes in the original waterway have been few. Only twice before—late in the 19th Century, when the canal's width was doubled, and early in World War II when Axis bombers interrupted navigation for a total of 76 days—have work crews had a task approaching in

magnitude the Farouk loop. The new by-pass has been scooped out at a point where the canal itself, because it squirms sharply from a straight route, has frequently been congested by passing convoys. When the new loop is opened next month, each lane will handle one-way traffic.



AT SOUTHERN END of the Suez Canal a passenger liner teams north past the panther, part of the massive monument that stands as a memorial to Indian

troops who served there in World War I. Far off in the distance through the early morning haze lie the Gulf of Suez and beyond it the Red Sea and Indian Ocean.

LEADS THE PARADE IN AFTER-GAME FUN!

"fresh up" with Seven-Up!

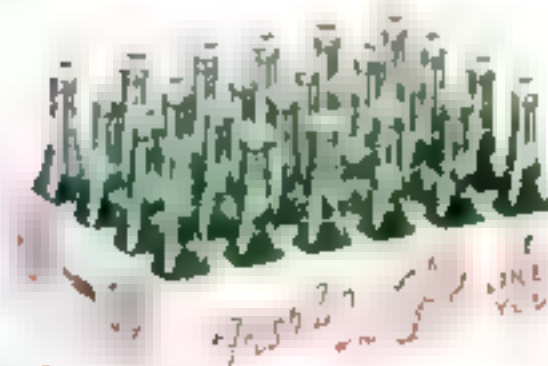
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for less than 20¢
a serving



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Chicken Fricassee and Rice

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DELESSEPS THE FAMILY MAN was 64 years old when he married for the second time, a few days after attending opening ceremonies of the Suez Canal. Then, having already fathered five children, he proceeded to have 12 more.

THE CANAL'S BUILDER

Ferdinand de Lesseps was not the first Frenchman to dream of building a canal across the Suez isthmus. In 1798 Napoleon invaded Egypt, ordering his engineers to retrace the long-buried canal of the Pharaohs that in ancient times linked the Mediterranean and Red Sea by way of the Nile and the Bitter Lakes. (The present canal follows this route only in part.) Napoleon was defeated, but his engineers left behind a memoir of the proposed canal. A quarter century later, while in the French consular service at Alexandria, De Lesseps came across the report and in his mind the Suez Canal dream was reborn.

There was nothing De Lesseps could do about it then—or perhaps ever—except for an odd opportunity which came his way. During his consular assignment the viceroy of Egypt, Mehemet Ali, asked De Lesseps a personal favor: Would he supervise riding and reducing lessons for the viceroy's little boy, whose persistent pudginess greatly annoyed the viceroy? De Lesseps agreed. Faithfully young Mohammed reported to De Lesseps for his riding lessons and just as faithfully, after each lesson, he received from De Lesseps' chef a secret bonus of a favorite food—macaroni. In 1854, when De Lesseps as a private citizen returned to Egypt to broach his plan for the canal, the little boy who loved illicit macaroni was now the ruler, and the favor of the kitchen was not forgotten. Almost immediately De Lesseps was granted a concession to build the canal. Raising the capital took four years, and in April 1859 De Lesseps launched the job that was to take 10 years. For his Suez job De Lesseps was acclaimed as a hero of France. In 1879 he was persuaded to undertake a similar canal across Panama, but yellow fever, labor trouble and his own stubborn refusal to modify his original plans turned the new venture into disaster. In 1888 De Lesseps admitted defeat and the French turned on their hero. De Lesseps and his son were tried for corruption and fraud, sentenced to five years in prison and fined 3,000 francs. Though the sentences never were carried out, De Lesseps died in 1894, disappointed and disgraced.



DELESSEPS THE BUILDER was ridiculed as "grave-digger" in this *Harper's Weekly* cartoon for costly failure to duplicate at Panama his Suez Canal construction feat.



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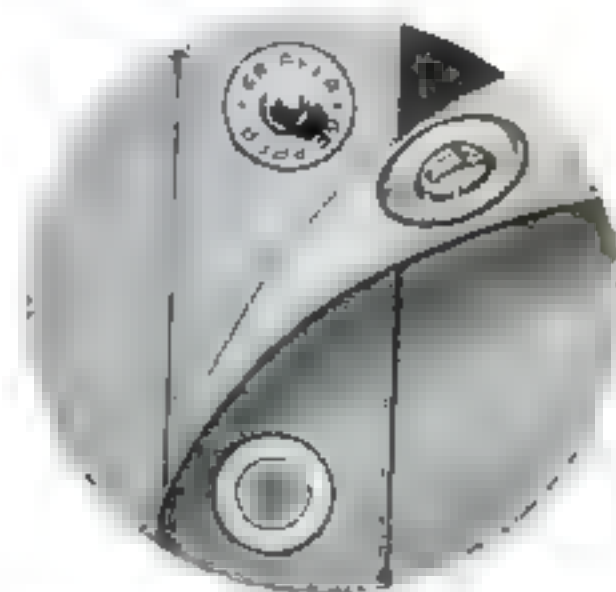
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THAT END 'BUTTON BOTHER'!



A PRODUCT OF SCOVILL



AFTER-DINNER CHAT of Eden, Churchill and Stalin, assisted by interpreter, informally began Tcheran Conference discussion of postwar Russo Polish frontiers. Mr. Churchill moved three matches to demon-

strate how the Soviet and Polish frontiers could be shifted to the west. Russia would thus get from east Poland the area she wanted for a secure frontier, and Poland would be compensated at the expense of Germany.

THE WAR MEMOIRS OF WINSTON CHURCHILL

THE CONTROVERSIES OF TEHERAN

At first Big Three meeting, in atmosphere of mixed suspicion and joviality, Stalin, F.D.R., Churchill wrangled over invasion plans and peace

ILLUSTRATED BY DAVID LOW

I COULD not admire the arrangements which had been made for my reception after landing at Teheran. The British Minister met me in his car, and we drove from the airfield to our Legation.

As we approached the city the road was lined with Persian cavalymen every fifty yards, for at least three miles. A police car driving a hundred yards in advance gave warning of our approach. The pace was slow. Presently large crowds stood in the spaces between the Persian cavalry. Towards the centre of Teheran these crowds were four or five deep. The people were friendly but non-committal. They pressed to within a few feet of the car. There was no kind of defence at all against two or three determined men with pistols or a bomb.

As we reached the turning which led to the Legation there was a traffic block, and we remained for three or four minutes stationary amid the crowded throng of gaping Persians. If it had been planned out beforehand to run the greatest risks, and have neither the security of quiet surprise arrival nor an effective escort, the problem could not have been solved more perfectly. However, nothing happened. I grinned at the crowd, and on the whole they grinned at me.

The British Legation and its gardens lay almost adjoining the Soviet Embassy. The American Legation was a mile or more away, and this meant that either the President or else Stalin and I would have to traverse the narrow streets of Teheran two or three times a day, back and forth, during the Conference. Meanwhile Molotov, who had been in Teheran twenty-four hours before our arrival, produced a story that the Soviet Secret Intelligence had unearthed a plot to kill one or more of the "Big Three," as we were regarded.

I strongly supported Molotov in his appeals to the President to move forthwith inside the Soviet Embassy, which was three or four times as big as the others. We prevailed upon Mr. Roosevelt to take this good advice. I was made very comfortable in the British Legation, and had only to walk a couple of hundred yards to reach the Soviet palace, which might be said to be for the time being the centre of the world. I continued to be far from well, and my cold and sore throat were so vicious that for a time I could hardly speak. However, Lord Moran with sprays and ceaseless care enabled me to say what I had to say—which was a lot.

THERE have been many misleading accounts of the line I took at this Conference. It has become a legend in America that I strove to prevent the cross-

Channel enterprise called Overlord, and that I tried vainly to lure the Allies into some mass invasion of the Balkans, or a large-scale campaign in the Eastern Mediterranean, which would effectively kill it. Much of this nonsense has already been exposed and refuted, but it may be worth while to set forth what it was I actually sought, and what, in a very large measure, I got.

Overlord should be launched in May or June, or at the latest in the opening days of July 1944. Secondly, the great Anglo-American army in action in Italy must be nourished to achieve the capture of Rome and advance to secure the airfields north of the capital, from which the air attack on Southern Germany became possible. My third request was that the Eastern Mediterranean, with all the prizes that it afforded, should not be neglected.

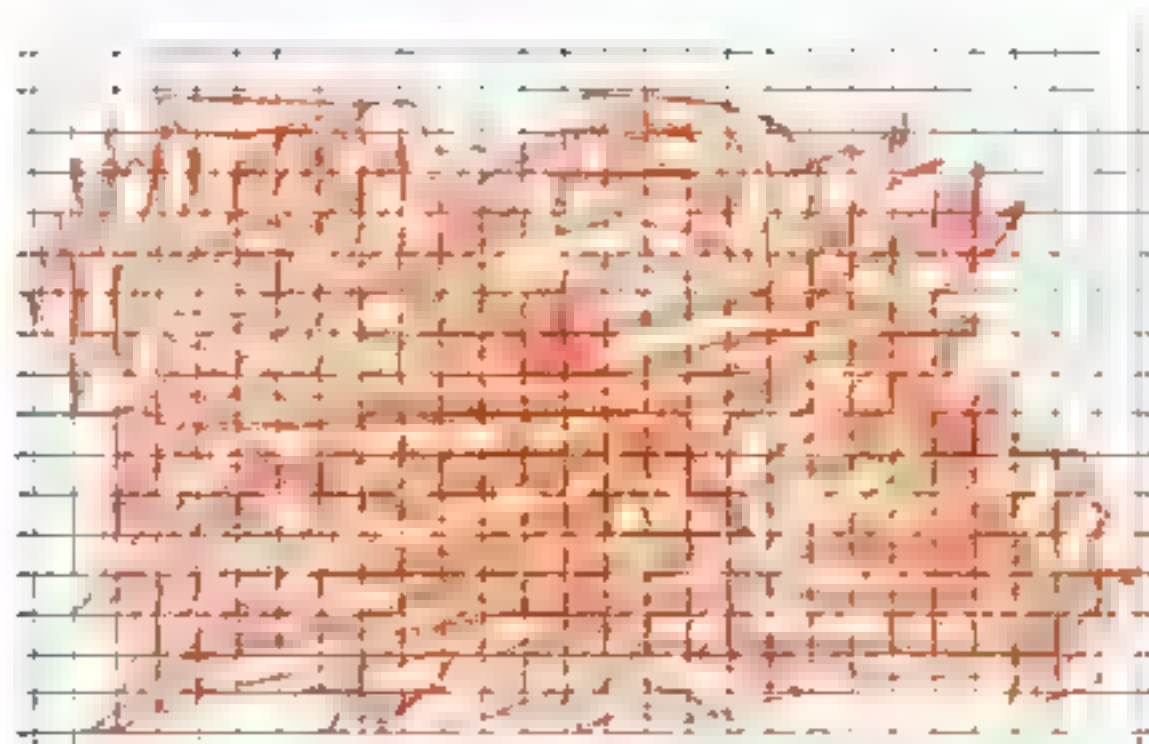
This was the triple theme which I pressed upon the President and Stalin on every occasion, not hesitating to repeat the arguments remorselessly. I could have gained Stalin, but the President was oppressed by the prejudices of his military advisers, and drifted to and fro in the argument, with the result that the whole of these subsidiary but gleaming opportunities were cast aside unused. Our American friends were comforted in their obstinacy by the reflection that "at any rate we have stopped Churchill entangling us in the Balkans." No such idea had ever crossed my mind.

THE first plenary meeting was held at the Soviet Embassy on Sunday November 28 at 4.00 p.m. Roosevelt opened our proceedings in a felicitous speech, saying that the Russians, the British, and the Americans were sitting round the table for the

first time as members of the same family, with the single purpose of winning the war. No fixed agenda had been drawn up for the meeting, and it was open to anybody to discuss whatever they liked and to leave undiscussed whatever they did not like. Everyone could speak as freely as he wished on the basis of friendship, and nothing would be published.

This meeting, I said, probably represented the greatest concentration of worldly power that had ever been seen in the history of mankind. In our hands lay perhaps the shortening of the war, almost certainly victory, and, beyond any shadow of doubt, the happiness and fortunes of mankind.

Stalin said that he appreciated our references to the friendship of the three Powers. It was indeed true



DOODLE BY STALIN at Teheran session on the disputatious problem of a Second Front was done in blunt red pencil. Though one doodle is of course insufficient for personality analysis, a psychoanalyst to whom this was shown without its creator being identified said it suggested a man "afraid of assassination. He surrounds himself with a wall."

FRIENDLY MOMENTS AT TEHERAN



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943



U.S. AIR FORCE, 1943

that a great opportunity had been given to them, and he hoped they would make good use of it.

The President then began the discussion with a brief account of the war situation from the American point of view. He first dealt with the Pacific. Mr. Roosevelt explained the plans for the recapture of Northern Burma. Plans were also being discussed for an amphibious operation against the Japanese lines of communication from Bangkok.

The President then turned to Europe. A year and a half ago it had been decided to launch an expedition across the English Channel, but owing to transportation and other difficulties it was still impossible to decide a definite date for the operation. He explained that landing-craft were the limiting factor in all landings, and if it were decided to mount a very big expedition in the Mediterranean we would have to give up the cross-Channel operation altogether. If a lesser operation in the Mediterranean were decided upon the delay would amount to one, two, or perhaps three months. Consequently, both he and I wished in this military conference to hear from Marshal Stalin and Marshal Voroshilov what action would be of the greatest service to the Soviet.

STALIN PROMISES WAR ON JAPAN

STALIN, speaking next, welcomed the successes of the United States in the Pacific, but said that the Soviets could not join in the struggle against Japan at the present time, since practically all their forces were required against Germany. The moment for joining their friends in this theatre would be the moment of Germany's collapse: then they would march together.

He had been asked, he said, how the Anglo-American forces could best help Russia. Italy was not a suitable jumping-off ground for the invasion of Germany. The Alps stood between. He believed that North or North-West France was the place for Anglo-American forces to attack.

I now stated the British position. It had long been agreed, I said, with the United States that we should invade North or North-West France across the Channel. We were resolved to do it in 1944. The early spring and summer of 1944 were still six months away however, and the President and I had been asking ourselves what could be done during these six months with the resources available in the Mediterranean that would best take the weight off Russia, without postponing Overlord for more than perhaps a month or two.

There was much to be said for supporting Tito, who was doing much more for the Allied cause than the Chetniks under Mihailovic. There would clearly be great advantage in supporting him with supplies and guerrilla activities. The Balkan theatre was one of the areas in which we could stretch the enemy to the utmost and give ourselves relief from the heavy battles which lay ahead. This brought us to the biggest problem, namely, how to bring Turkey into the war.

The President here reminded me of the further project of moving up the Northern Adriatic and then north-east to the Danube. I agreed and said that once we had taken Rome we could then hold the line with the minimum forces and keep the

option to strike with the remainder either in the South of France or, in accordance with the President's idea, north-east from the head of the Adriatic.

Stalin asked me about the operation against the South of France. I said it had not yet been planned in detail, but the idea was that it might be done in conformity and simultaneously with Overlord.

Stalin next asked how many Anglo-American troops would have to be allotted if Turkey came into the war.

Observing that I spoke for myself alone, I said that two or three divisions at the most would be required to take the islands in the Aegean, and that, in addition, we should probably have to give Turkey about twenty squadrons of air forces and several regiments of flak to defend herself.

Stalin thought it would be a mistake to send part of our forces to Turkey and elsewhere and part to Southern France. The best course would be to make Overlord the basic operation for 1944, and, once Rome had been captured, to send all available forces in Italy to Southern France.

I asked whether the Soviet Government was not very anxious to get Turkey into the war.

"I am all in favour of trying again," said Stalin. "We ought to take them by the scruff of the neck if necessary."

I then said that I entirely agreed with Marshal Stalin's observations about the undesirability of dispersion, but all that I suggested was that a handful of divisions—say two or three—would be very well employed in making contact with Turkey, while the air forces which would come into play were those which were already defending Egypt and would merely be advancing their line.

Stalin thought it would be well worth while to take the islands if this could be done with three or four divisions. Overlord was a very serious operation, and it was better to help it by invading the South of France. He would even prefer to assume a defensive role in Italy and forego the capture of Rome for the present if this would admit the invasion of Southern France by, say, ten divisions. Two months later Overlord would follow, and the two invasions could then join hands.

The President now suggested that the military experts should examine the possibility of operations against Southern France on the timing put forward by Stalin, i.e., two months before Overlord, the governing factor being that Overlord should be launched at the prescribed time.

Stalin said that the experience gained by the Soviets during the last two years of fighting was that a big offensive, if undertaken from only one direction, rarely yielded results. The better course was to launch offensives from two or more directions simultaneously.

I did not disagree in principle with these views. The suggestions that I had made for minor help to Yugoslavia and Turkey did not, I said, conflict in any way with that general conception. At the same time, I wished it to be placed on record that I could not in any circumstances agree to sacrifice the activities of the armies in the Mediterranean, merely in order to keep the exact date of May 1 for Overlord.

I concluded the meeting by saying that, although we were all great friends, it would be idle for us to delude ourselves that we saw eye to eye on all matters. Time and patience were necessary. Here ended our first talk.

CONTINUED ON NEXT PAGE

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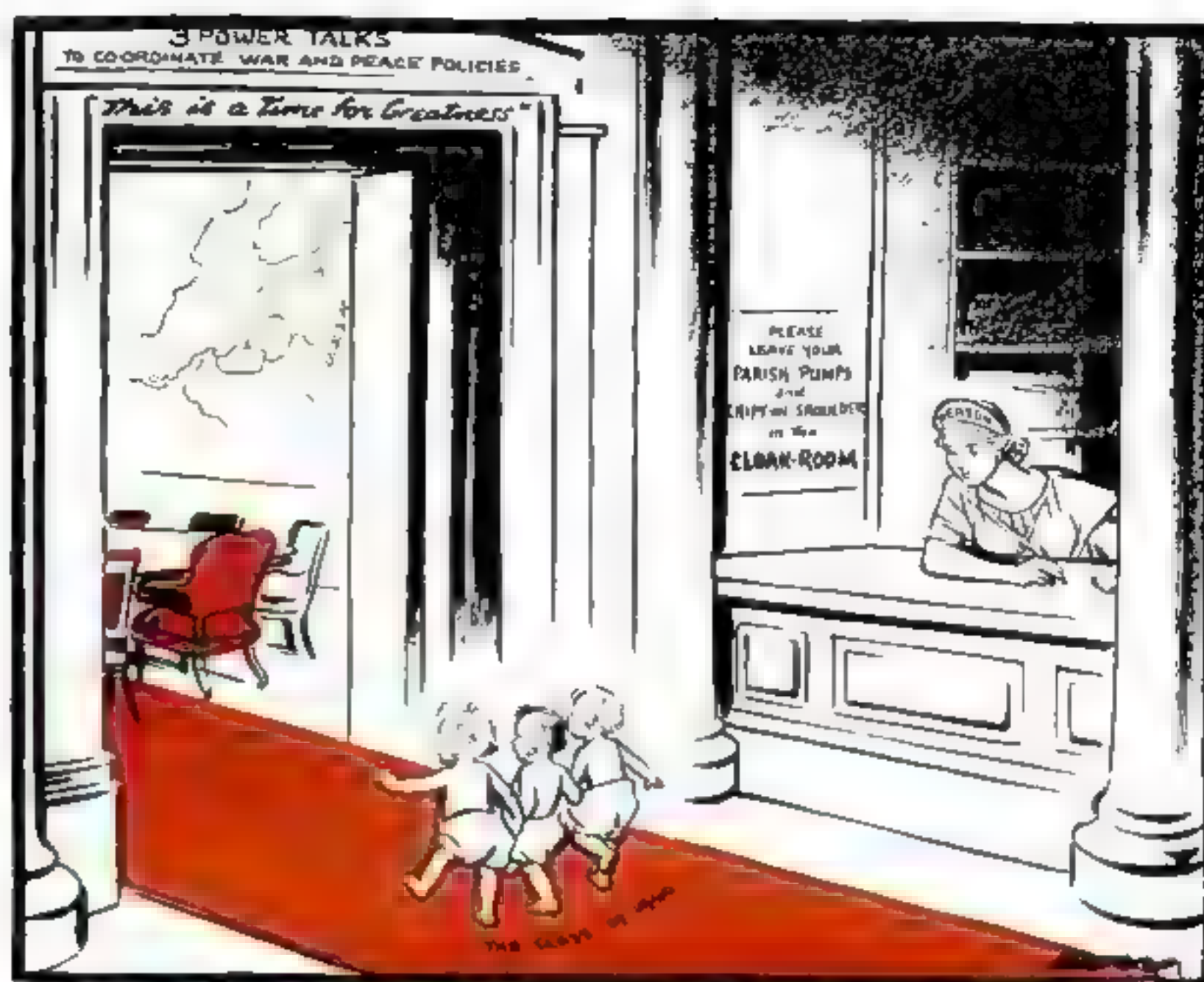
Mothers: Think of 'Chap Stick' first, when those tender lips are sorely chapped, and cracked by biting winds or change of weather.

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"FIRST ARRIVALS AT MOSCOW"

The Teheran Conference was preceded by a gathering of Foreign Ministers in Moscow. Low's cartoon suggested that those who would fight future wars be among conferees. "Parish pumps" (in sign on wall) is reference to petty provincialism or nationalism.

CHURCHILL'S MEMOIRS CONTINUED

On Sunday night the 28th the President was our host for dinner. After dinner, when we were strolling about the room, I led Stalin to a sofa and suggested that we talk for a little on what was to happen after the war was won. He assented with good-humour, and we sat down. Eden joined us.

"Let us," said the Marshal, "first consider the worst that might happen." He thought that Germany had every possibility of recovering from this war, and might start on a new one within a comparatively short time. We must therefore establish a strong body to prevent Germany starting a new war. He was convinced that she would recover. When I asked "How soon?" he replied, "Within fifteen to twenty years."

I said that the world must be made safe for at least fifty years. If it was only for fifteen to twenty years then we should have betrayed our soldiers.

Stalin thought we should consider restraints on Germany's manufacturing capacity. I replied that there would have to be certain measures of control. I would forbid them all aviation, civil and military, and I would forbid the General Staff system.

"NOTHING IS FINAL. THE WORLD ROLLS ON"

WOULD you," asked Stalin, "also forbid the existence of watchmakers' and furniture factories for making parts of shells? The Germans produced toy rifles which were used for teaching hundreds of thousands of men how to shoot."

"Nothing," I said, "is final. The world rolls on. We have now learnt something. . . ."

"There was control after the last war," said Stalin, "but it failed." "We were inexperienced then,"

I replied. "The last war was not to the same extent a national war, and Russia was not a party at the Peace Conference. It will be different this time." I had a feeling that Prussia should be isolated and reduced, that Bavaria, Austria, and Hungary might form a broad, peaceful unaggressive confederation. I was not against the toilers in Germany, but only against the leaders and against dangerous combinations.

THE PRISONERS STALIN SHOT

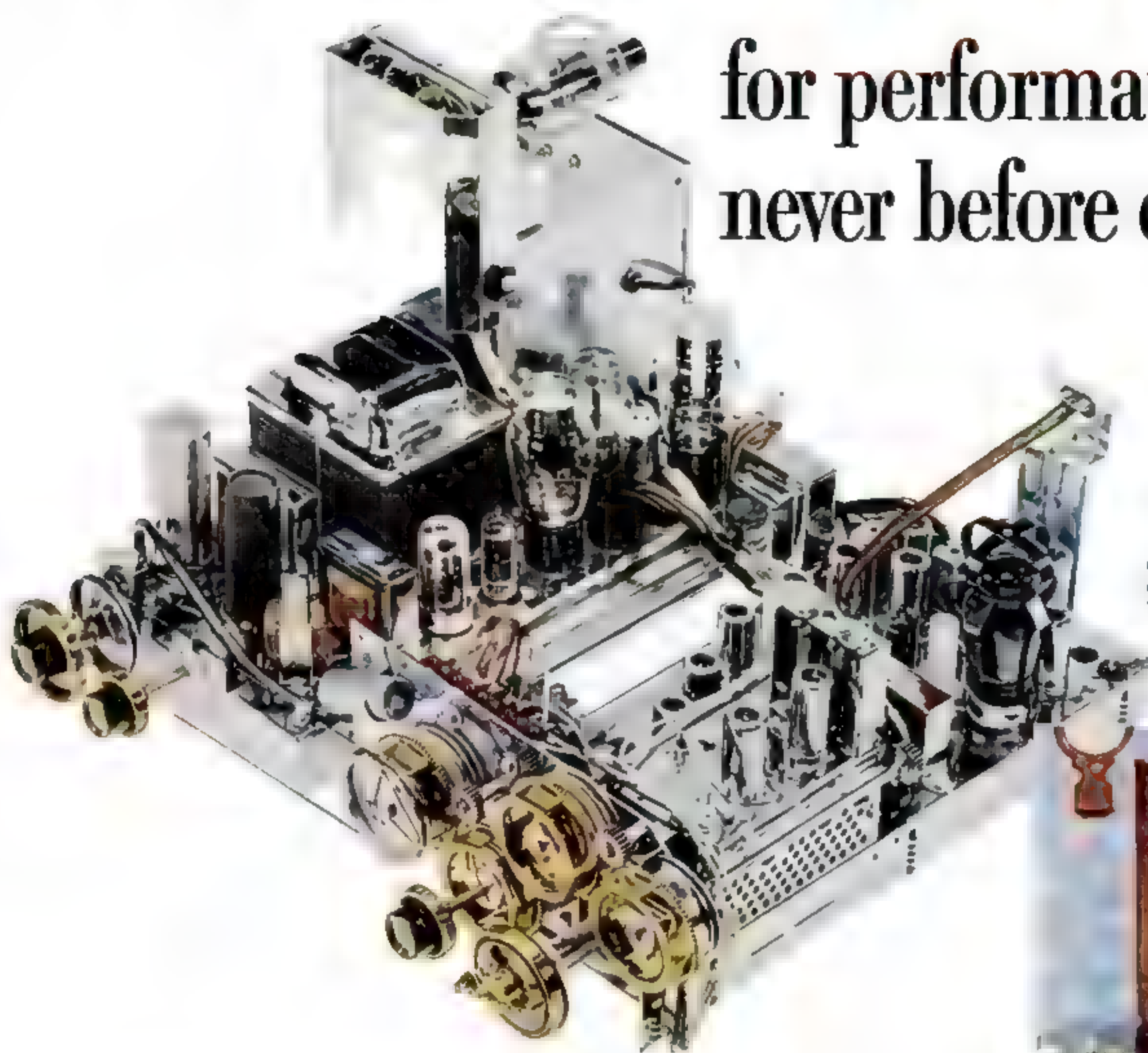
HE said that there were many toilers in the German divisions who fought under orders. When he asked German prisoners who came from the labouring classes (such is the record, but he probably meant "Communist Party") why they fought for Hitler they replied that they were carrying out orders. He shot such prisoners.

I suggested that we should discuss the Polish question. He agreed and invited me to begin. I said that we had declared war on account of Poland. Poland was therefore important to us. Nothing was more important than the security of the Russian western frontier. But I had given no pledges about frontiers. I wanted heart-to-heart talks with the Russians about this. When Marshal Stalin felt like telling us what he thought about it, the matter could be discussed and we could reach some agreement, and the Marshal should tell me what was necessary for the defence of the western frontiers of Russia. Personally I thought Poland might move westwards, like soldiers taking two steps "left close." If Poland trod on some German toes that could not be helped, but there must be a strong Poland. Poland was an instrument needed in the orchestra of Europe.

Mr. Eden remarked that he had been much struck by Stalin's statement that afternoon that

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ONLY "power plant" of its kind in all television! Philco *alone* has the super-powered Balanced Beam Chassis with its incomparably sensitive "Colorado" Tuner. You'll never know such exciting performance—such *pleasure*—'til you see and hear the sets that have taken the television world by storm!

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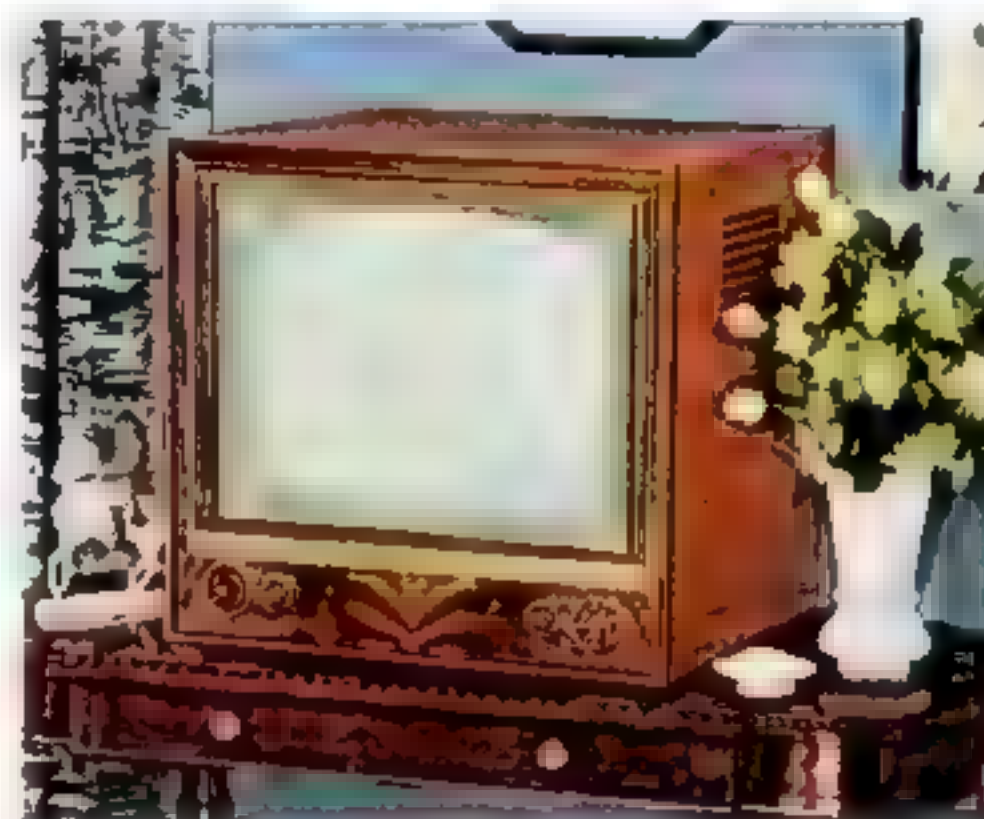
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• **TOP TV VALUE**—the Philco 2142-M. With 20-inch rectangular filter-face ray tube, Balanced Beam Chassis, revolutionary "Colorado" Tuner, Philco Electronic Built-In Aerial, True-Focus picture, illuminated station selector. In matched Mahogany veneer. Philco consoles, 17- to 20-inch screens: \$279.95 to \$329.95*.



• **FINEST PERFORMING** table model in TV—Philco 2110-M. With 20-inch rectangular filter-face ray tube, Balanced Beam Chassis, renowned "Colorado" Tuner, Philco Electronic Built-In Aerial. In choice striped African Mahogany veneer. Philco table models, 16- to 20-inch screens: \$199.95 to \$359.95*.

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the Poles could go as far west as the Oder. He saw hope in that and was much encouraged. Stalin asked whether we thought he was going to swallow Poland up. Eden said he did not know how much the Russians were going to eat. Stalin said the Russians did not want anything belonging to other people, although they might have a bite at Germany. I then demonstrated with the help of three matches my idea of Poland moving westwards (see p. 86). This pleased Stalin, and on this note our group parted.

THE morning of the 29th was occupied by the conference of the British, Soviet and American military chiefs. As I knew that Stalin and Roosevelt had already had a private conversation, I suggested that the President and I might lunch together before the second plenary meeting that afternoon. Roosevelt however declined, and sent Harriman to me to explain that he did not want Stalin to know that he and I were meeting privately. I was surprised at this, for I thought we all three should treat each other with equal confidence.

The President after luncheon had a further interview with Stalin and Molotov, at which many important matters were discussed, including particularly Mr. Roosevelt's plan for the government of the post-war world. This should be carried out by the "Four Policemen," namely, the U.S.S.R., the United States, Great Britain, and China. Stalin did not react favourably to this. He said the Four Policemen would not be welcomed by the small nations of Europe. He did not believe that China would be very powerful when the war ended, and even if she were, European States would resent having China as an enforcement authority for themselves. In this the Soviet leader certainly showed himself more prescient and possessed of a truer sense of values than the President.

When Stalin proposed as an alternative that there should be one committee for Europe and another for the Far East—the European committee to consist of Britain, Russia, the United States, and possibly one other European nation—the President replied that this was somewhat similar to my idea of regional committees, one for Europe, one for the Far East, and one for the Americas. He did not seem to make it clear that I also contemplated a Supreme United Nations Council, of which the three regional committees would be the components. As I was not informed till much later of what had taken place I was not able to correct this erroneous presentation.

"BY THE KING'S COMMAND, THE SWORD OF HONOUR"

BEFORE our second plenary session began at four o'clock I presented, by the King's Command, the Sword of Honour which His Majesty had had specially designed and wrought to commemorate the glorious defence of Stalingrad. When I handed the splendid weapon to Marshal Stalin he raised it in a most impressive gesture to his lips and kissed the scabbard. He then handed it to Voroshilov, who dropped it. It was carried from the room in great solemnity, escorted by a Russian guard of honour.

We then moved to the conference chamber and took our seats again at the round table. Stalin put the decisive question, "Who will command Overlord?" The President replied that this had not yet been decided. Stalin said bluntly that the operation would come to nought unless one man was placed in charge of the preparation for it. Roosevelt explained that this had already been done. General Morgan, a British officer, had been given a combined Anglo-American staff and had been planning the operation for some considerable time. Stalin declared it essential that a man should be appointed at once to be responsible not only for the planning, but also for the execution. Otherwise, although General Morgan might say that everything was ready, the Supreme Commander, when appointed, might have very different ideas and wish to alter everything.

I then set out the British case. The Conference represented some twelve to fourteen hundred millions of the human race, who depended upon our reaching right conclusions. It was therefore

CONTINUED ON NEXT PAGE

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CHURCHILL'S MEMOIRS CONTINUED

imperative that we should not separate until the great military, political, and moral problems confronting us had been firmly resolved; but I proposed to confine myself to a few specific points which might be studied by a military subcommittee.

First, what help could be given to Overlord by the large forces already assembled in the Mediterranean? I said I thought that sufficient landing-craft to transport at least two divisions should be retained in the Mediterranean. With a landing-craft force of this size we could help forward the advance up the leg of Italy by seaborne outflanking movements, and thus avoid the slow, laborious methods of frontal attack. Secondly, these landing-craft would enable us to take Rhodes and open the Aegean simultaneously with the entry of Turkey into the war. This same force of landing-craft would enable us five or six months hence to make a descent upon Southern France in concert with Overlord.

On the other hand, it was obvious that landing-craft sufficient



THE WOOING OF POLAND

The Czech Provisional Government signed mutual aid pact with Soviets shortly after Teheran, and Low reflected widespread Allied wish that Poland too could be brought into amity with Russia.

to transport two divisions could not be kept in the Mediterranean without setting back the date of Overlord for perhaps six to eight weeks, or, alternatively, without recalling from the East the assault craft and ships which had been sent there for operations against the Japanese. This placed us in a dilemma.

THE second main point was the question of Yugoslavia and the Dalmatian coast. No fewer than twenty-one German divisions were held in the Balkans by Partisan forces. There were, in addition, nine Bulgarian divisions in Greece and Yugoslavia. Thus thirty enemy divisions were being contained by these gallant guerrillas. We ourselves had no ambitions in the Balkans. All that we wanted to do was to nail down these thirty hostile divisions. Did our Soviet friends and Allies see any political difficulty in the course advocated? If so, what?

The third and last point was Turkey. Great Britain was Turkey's ally and had accepted the task of trying to persuade or induce Turkey to enter the war before Christmas. I then asked what the Soviet Government felt about Bulgaria. Would they be prepared to tell Bulgaria that if Turkey found herself at war with Germany and Bulgaria were to attack Turkey the Soviets would at once regard Bulgaria as an enemy?

There was a pause. Stalin then said: "The Soviet Government will consider themselves at war with Bulgaria if, as a result of Turkey's entry into the war, Bulgaria threatens Turkey." I thanked him for this assurance, and inquired whether I could inform the Turks. Stalin said that he was quite agreeable to this.

He then proceeded to give his own ideas on the Balkans. He

said there seemed to be no difference of opinion, and he was all in favour of help being given to the Partisans. But he added bluntly that the entry of Turkey into the war, the support of Yugoslavia, and the capture of Rome were, to the Russian way of thinking, relatively unimportant. If the Conference had been convened to discuss military matters, Overlord must come first.

There were three main matters to be decided. First, the date. This should be some time in May and no later. Secondly, it should be supported by a landing in the South of France. If this could be carried out two or three months before Overlord so much the better, but, if not, it might coincide with it, and, if it could not coincide, it would still help if it took place a little after it. The third matter to be decided was the appointment of a Commander-in-Chief for Overlord. Choosing the man was of course a matter for the British and American Governments, but the Soviet Government would be glad to know his name.

The President said that we were all agreed on the importance of Overlord, but not about its date.

Stalin said he was not prepared to agree to any delay in Overlord beyond the month of May.

I said I could not agree to give any such undertaking. Nevertheless I did not think there was any fundamental divergence in the views so far expressed. I was willing to do everything in the power of His Majesty's Government to begin Overlord at the earliest possible moment, but I did not consider that the very great possibilities in the Mediterranean should be ruthlessly sacrificed and cast aside as if they were of no value, merely to save a month or so in the launching of Overlord.

I reminded Stalin of the three conditions on which the success of Overlord depended. First, there must be a satisfactory reduction in the strength of the German fighter force in North-West Europe between now and the assault. Secondly, German reserves in France and the Low Countries must not be more on the day of the assault than about twelve full-strength first-quality mobile divisions. Thirdly, it must not be possible for the Germans to transfer from other fronts more than fifteen first-quality divisions during the first sixty days of the operation.

Stalin asked what would happen if there were thirteen or fourteen mobile German divisions in France and more than fifteen available from other fronts. Would this rule out Overlord?

I said: "No, certainly not."

"A VERY DIRECT QUESTION TO THE PRIME MINISTER"

BEFORE we separated Stalin looked at me across the table and said, "I wish to pose a very direct question to the Prime Minister about Overlord. Do the Prime Minister and the British Staff really believe in Overlord?"

I replied, "Provided the conditions previously stated for Overlord are established when the time comes, it will be our stern duty to hurl across the Channel against the Germans every sinew of our strength." On this we separated.

STALIN was our host at dinner. There was a good deal of gaiety, and many toasts were proposed. Presently Elliott Roosevelt, who had flown out to join his father, appeared at the door, and somebody beckoned him to come in. He therefore took his seat at the table. He even intervened in the conversation, and has since given a highly coloured and extremely misleading account of what he heard.

Stalin indulged in a great deal of "teasing" of me, which I did not at all resent until the Marshal entered in a genial manner upon a serious and even deadly aspect of the punishment to be inflicted upon the Germans. The German General Staff, he said, must be liquidated. The whole force of Hitler's mighty armies depended upon about fifty thousand officers and technicians. If these were rounded up and shot at the end of the war German military strength would be extirpated. On this I thought it right to say, "The British Parliament and public will never tolerate mass executions. Even if in war passion they allowed them to begin they would turn violently against those responsible after

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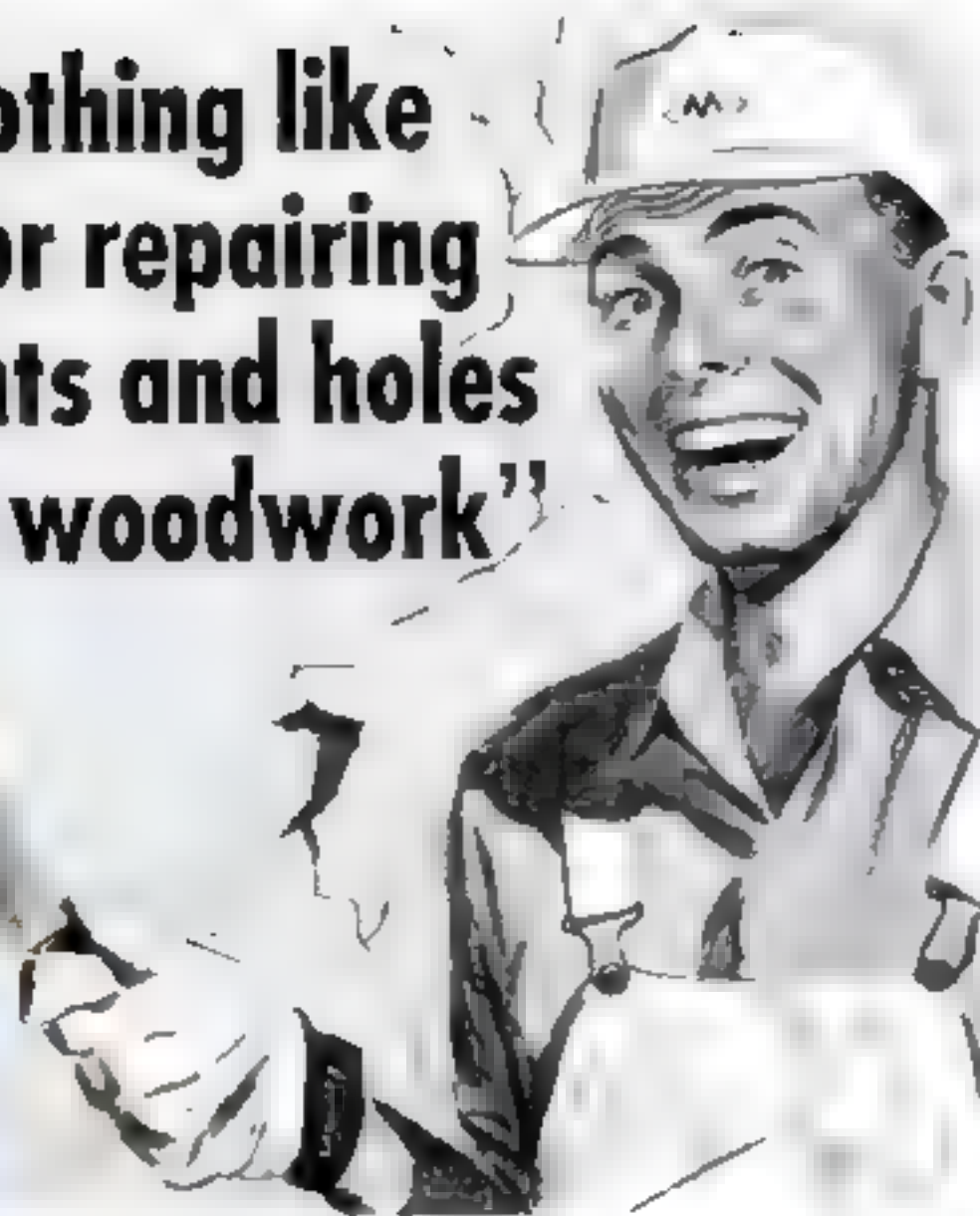
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"You know, Jim, SPACKLE smooths a
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CHURCHILL'S MEMOIRS CONTINUED

the first butchery had taken place. The Soviets must be under no delusion on this point."

Stalin however, perhaps only in mischief, pursued the subject. "Fifty thousand," he said, "must be shot." I was deeply angered. "I would rather," I said, "be taken out into the garden here and now and be shot myself than sully my own and my country's honour by such infamy."

At this point the President intervened. He had a compromise to propose. Not fifty thousand should be shot, but only forty-nine thousand. By this he hoped, no doubt, to reduce the whole matter to ridicule. Eden also made signs and gestures intended to reassure me that it was all a joke.

But now Elliott Roosevelt rose in his place at the end of the table and made a speech, saying how cordially he agreed with Marshal Stalin's plan and how sure he was that the United States Army would support it. At this intrusion I got up and left the table, walking off into the next room, which was in semi-darkness. I had not been there a minute before hands were clapped upon my shoulders from behind, and there was Stalin, with Molotov at his side, both grinning broadly, and eagerly declaring that they were only playing, and that nothing of a serious character had entered their heads. Stalin has a very captivating manner when he chooses to use it, and I never saw him do so to such an extent as at this moment. Although I was not then, and am not now, fully convinced that all was chaff and there was no serious intent lurking behind, I consented to return, and the rest of the evening passed pleasantly.

STALIN AND CHURCHILL TALK ALONE

NOVEMBER 30 was for me a crowded and memorable day. It was my sixty-ninth birthday, and was passed almost entirely in transacting some of the most important business with which I have ever been concerned. The fact that the President was in private contact with Marshal Stalin and dwelling at the Soviet Embassy, and that he had avoided ever seeing me alone since we left Cairo, in spite of our hitherto intimate relations and the way in which our vital affairs were interwoven, led me to seek a direct personal interview with Stalin. I felt that the Russian leader was not deriving a true impression of the British attitude. The false idea was forming in his mind that, to put it shortly, "Churchill and the British Staffs mean to stop Overlord if they can, because they want to invade the Balkans instead."

The following is founded upon the record made by Major Birse, my trusted interpreter, of my private talk with Stalin.

I began by reminding the Marshal that I was half American and had a great affection for the American people. What I was going to say was not to be understood as disparaging to the Americans and I would be perfectly loyal towards them, but there were things which it was better to say outright, between two persons.

We had a preponderance of troops over the Americans in the Mediterranean. That was why I was anxious that the armies in the Mediterranean should not be hamstrung if it could be avoided. The Americans wanted me to undertake an amphibious operation in the Bay of Bengal against the Japanese in March. I was not keen about it. If we had the landing-craft needed for the Bay of Bengal in the Mediterranean, we should have enough to do all we wanted there and still be able to keep to an early date for Overlord. It was not a choice between the Mediterranean and the date of Overlord, but between the Bay of Bengal and the date of Overlord.

It was vital to get an early decision on the appointment of the Commander-in-Chief. At Quebec I had told the President that I would agree to the appointment of an American. It now rested with him to nominate the Commander-in-Chief for Overlord. The President had delayed the appointment for domestic reasons connected with high personages, but I had urged him to decide before we all left Teheran.

Stalin said that was good.

I then turned to the question of landing-craft and explained once again how and why they were the bottle-neck.

CONTINUED ON PAGE 97

Again in '51

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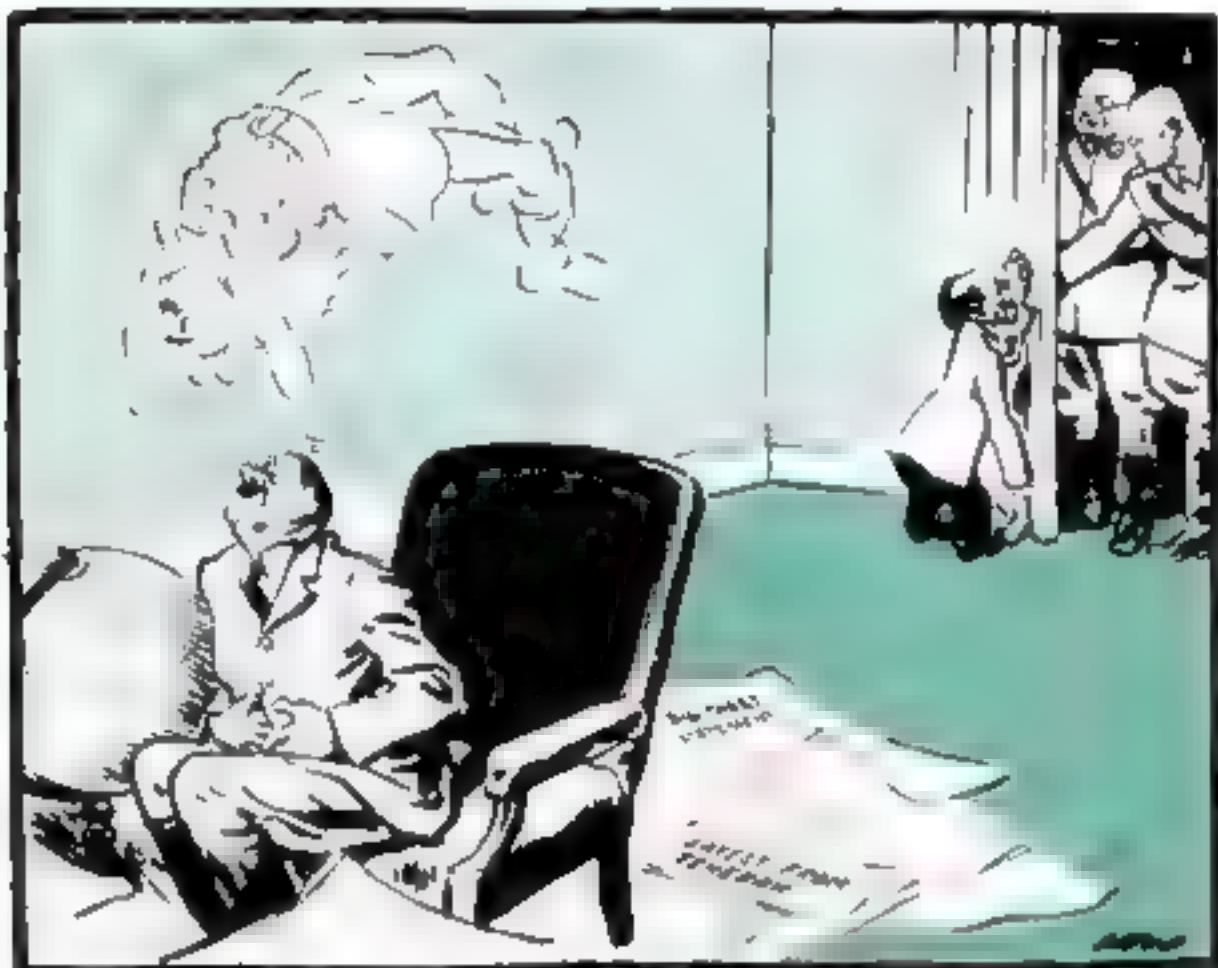
TIME IS THE ART OF THE SWISS

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The issue between myself and the Americans was in fact a very narrow one. It was not that I was in any way lukewarm about Overlord. I wanted to get what I needed for the Mediterranean and at the same time keep to the date for Overlord. The details had to be hammered out between the Staffs, and I had hoped that this might be done in Cairo. Unfortunately Chiang Kai-shek had been there and Chinese questions had taken up nearly all the time. But I was sure that in the end enough landing-craft would be found for all.

Stalin said he must warn me that the Red Army was depending on the success of our invasion of Northern France. If there was no big change in the European war in 1944 it would be very difficult for the Russians to carry on.

I said that I could not disclose the date for Overlord without the President's agreement, but the answer would be given at lunch-time, and I thought he would be satisfied.



HITLER REACTS TO TEHERAN

The note of "impending doom for Germany" which Churchill suggested be struck in the Teheran communiqué inspired Low to show Hitler inviting his famous "intuition" to guide him on strategy. Goebbels tells the impatient and skeptical German generals at the door: "Wait, boys, the Führer is having a swell intuition."

After a short interval the Marshal and I separately proceeded to the President's quarters for the luncheon of "Three Only" (with our interpreters) to which he had invited us. Roosevelt then told Stalin that we were both agreed that Overlord should be launched during the month of May. The Marshal was evidently greatly pleased and relieved by this solemn and direct engagement which we both made. The conversation turned on lighter subjects, and the only part of which I have a record was the question of Russia's outlet upon the seas and oceans. I had always thought it was a wrong thing, capable of breeding disastrous quarrels, that a mighty land-mass like the Russian Empire, with its population of nearly two hundred millions, should be denied during the winter months all effective access to the broad waters.

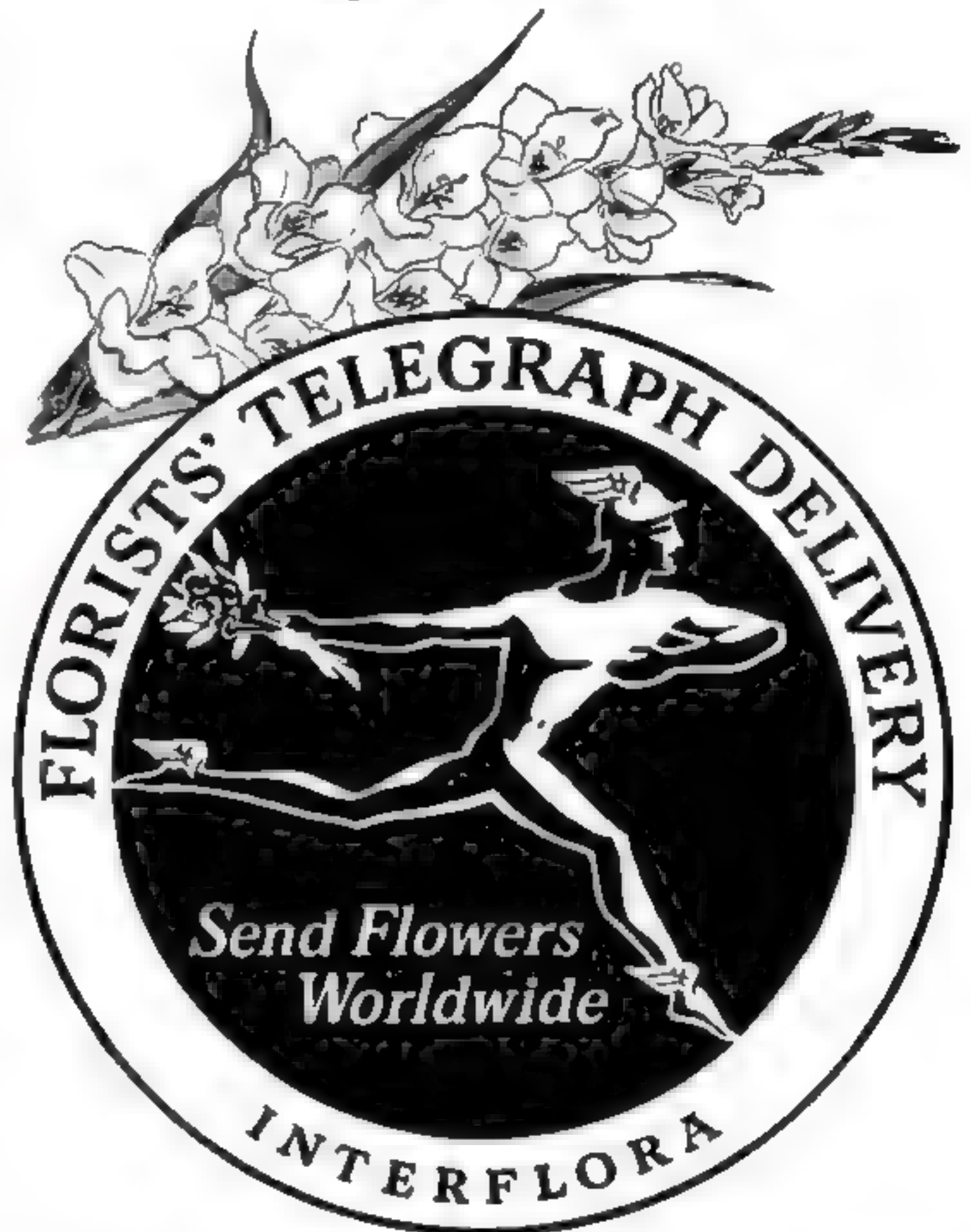
When Marshal Stalin raised this question of warm-water ports for Russia I said there were no obstacles. He also asked about the Dardanelles and the revision of the Treaty of Sévres. I said that I wanted to get Turkey into the war, and this was an awkward moment for raising the question. Stalin replied that the time would come later. I said I expected Russia would sail the oceans with her Navy and merchant fleet and we would welcome her ships. At this Stalin remarked that Lord Curzon had had other ideas. I said that in those days we did not see eye to eye with Russia.

The President said that the Baltic should be free to all nations for merchant shipping. There should be free zones in the ports, and trustees should be appointed for the Kiel Canal, while the Dardanelles ought to be free to the commerce of the world. Stalin

CONTINUED ON NEXT PAGE

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18,000 leading florists all over the world are members of F.T.D. and INTERFLORA. When you think of flowers, think of F.T.D. Look for the shops that display the F.T.D. MERCURY EMBLEM. It means GUARANTEED DELIVERY, and . . .

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• SELECTED MEMBERSHIP. Only first-class Florists . . . leaders in their communities are admitted.

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It's A Great Underarm Deodorant, Too!



Ask any woman what color looks best on you. After she has studied your coloring and looked into your eyes, she will tell you that you look nice in gray and that you must be careful about certain shades of brown. But nine times out of ten she will finally come to the conclusion

that blue suits you best. Women like men in blue.

Why? It isn't just because blue is the perfect complementary color for her own clothes and the least likely to clash with anything she wears. There are more cogent reasons. Blue is very flattering. It is conservative without being dull. It has an easy, comfortable formality. It is smart in any circumstance. And if it is properly designed for your figure, well cut, and skillfully tailored as Hart Schaffner & Marx clothes are, it can give you that look of quiet distinction that a woman admires.

P. S. Elsewhere in this issue there is a full-page picture of a young man wearing a Marine Blue suit made by Hart Schaffner & Marx. Did you happen to notice it?

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CHURCHILL'S MEMOIRS CONTINUED

asked whether this would apply to Russian commerce, and we assured him that it would.

STALIN then asked what could be done for Russia in the Far East. I replied that Russia had Vladivostok, but he pointed out that the port was ice-bound and also depended on the Straits of Tsushima. I answered that I wished to meet the Russian grievance, because the government of the world must be entrusted to satisfied nations, who wished nothing more for themselves than what they had. If the world-government were in the hands of hungry nations there would always be danger. But none



AID FOR TITO

At Teheran Churchill recommended policy of supporting Tito's guerrillas in Yugoslavia rather than those of Mihailovic, who was endorsed by King Peter's government in exile based at Cairo.

of us had any reason to seek for anything more. The peace would be kept by peoples who lived in their own way and were not ambitious. Our power placed us above the rest. We were like rich men dwelling at peace within their habitations.

The third plenary session began as before in the Russian Embassy at four o'clock. The President said he was very happy to inform the Conference that agreement had been reached on the main military problems. Sir Alan Brooke said that, after sitting in combined session, the United States and British Chiefs of Staff had recommended us to launch Overlord in May, "in conjunction with a supporting operation against the South of France, on the largest scale permitted by the landing-craft available at that time."

Stalin said that he understood the importance of the decision taken by the Staffs and the difficulties inherent in carrying it out. The danger period for Overlord would be at the time of deployment from the landings. In order to prevent any movement from the east of any considerable German forces he undertook to organize a large-scale Russian offensive in May.*

THE USE OF LIES IN WARTIME

IASKED if there would be any difficulty in the three Staffs concerting cover plans. Stalin explained that the Russians had made considerable use of deception by means of dummy tanks, aircraft, and airfields. Radio deception had also proved effective. He was entirely agreeable to the Staffs collaborating with the object of devising joint cover and deception schemes. "In war-time," I said, "truth is so precious that she should always

*The main Russian attack began on June 23.

CONTINUED ON PAGE 103



"WE LIGHT OUR HOUSE WITH
WESTINGHOUSE THE
BRIGHTEST BUY
IN BULBS"

YOU CAN BE SURE... IF IT'S
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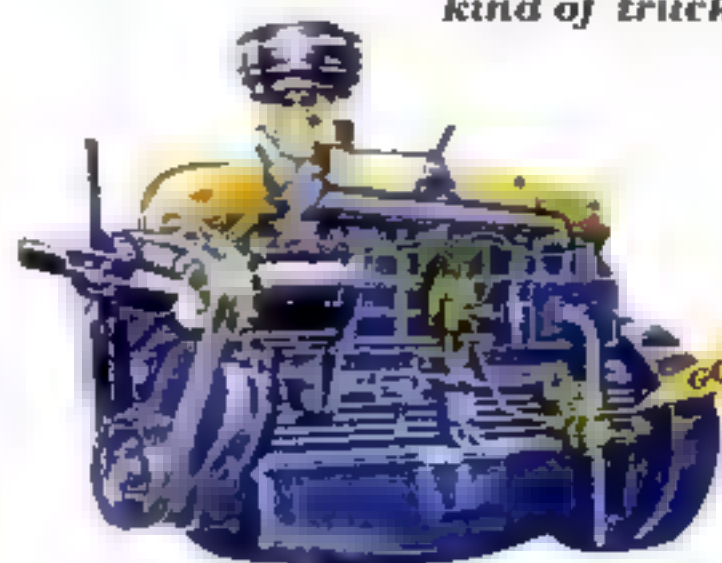
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be attended by a bodyguard of lies." Stalin and his comrades greatly appreciated this remark when it was translated, and upon this note our formal conferences ended gaily.

I then suggested that the Staffs should draft a short communiqué to cover the military talks for submission to the President, Marshal Stalin, and myself. The note to be sounded was brevity, mystery, and a foretaste of impending doom for Germany. The communiqué was therefore framed and agreed to by all: "... Our Military Staffs have joined in our round table discussions, and we have concerted our plans for the destruction of the German forces. We have reached complete agreement as to the scope and timing of the operations to be undertaken from the East, West, and South. ..."

HITHERTO we had assembled for our conferences or meals in the Soviet Embassy. I had claimed however that I should be the host at the third dinner, which should be held in the British Legation. This was a memorable occasion in my life. On my right sat the President of the United States, on my left the master of Russia. Together we controlled a preponderance of the naval and three-quarters of all the air forces in the world, and could direct armies of more than twenty millions of men, engaged in the most terrible of wars that had yet occurred in human history. I could not help rejoicing at the long way we had come on the road to victory since the summer of 1940.

During dinner I had a most pleasant conversation with both my august guests. Stalin repeated the question he had posed at the Conference, "Who will command Overlord?" I said that the President had not yet finally made up his mind, but that I was almost certain it would be General Marshall, who sat opposite us at no great distance, and that was how it had stood hitherto. He was evidently very pleased at this. He then spoke about General Brooke. He thought that he did not like the Russians, I reassured him, remarking that military men were apt to be blunt and hard-cut when dealing with war problems with their professional colleagues. Stalin said that he liked them all the better for that. He gazed at Brooke intently across the room.

When the time came I proposed the health of our illustrious guests, and the President proposed my health and wished me many happy returns of the day. He was followed by Stalin, who spoke in a similar strain.

Many informal toasts were then proposed, according to the Russian custom, which is certainly very well suited to banquets of this kind. Hopkins made a speech couched in a happy vein, in the course of which he said that he had made "a very long and thorough study of the British Constitution, which is unwritten, and of the War Cabinet, whose authority and composition are not specifically defined." As the result of this study, he said, "I have learnt that the provisions of the British Constitution and the powers of the War Cabinet are just whatever Winston Churchill wants them to be at any given moment."

This caused general laughter. The reader will know how little foundation there was in this jocular assertion. It was with some pride that I reminded my two great comrades on more than one occasion that I was the only one of our trinity who could at any moment be dismissed from power by the vote of a House of Commons freely elected on universal franchise, or could be controlled from day to day by the opinion of a War Cabinet representing all parties in the State.

GENERAL BROOKE TANGLES WITH MARSHAL STALIN

AS the dinner proceeded there were many speeches and most of the principal figures, including Molotov and General Marshall, made their contribution. But the speech which stands out in my memory came from General Brooke. I quote the account he was good enough to write for me:

Half-way through the dinner the President very kindly proposed my health. ... Stalin got up and said he would finish the

CONTINUED ON NEXT PAGE

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toast. He then proceeded to imply that I had failed to show real feelings of friendship towards the Red Army. . . .

I had however seen enough of Stalin by then to know that if I sat down under these insults I should lose any respect he might ever have had for me, and that he would continue such attacks in the future.

I therefore rose to thank the President most profusely for his very kind expressions, and then turned to Stalin in approximately the following words:

"Now, Marshal, may I deal with your toast. I am surprised that you should have found it necessary to raise accusations against me that are entirely unfounded You will also remember that you yourself told us that in all your great offensives



UNHAPPY CHOICE IN FINLAND

This cartoon shows the Finns (and their Nazi allies) facing bleak possibilities offered them as the war drew to a close. At Teheran Churchill and Roosevelt tried to get easy peace terms for Finland.

your real intentions were always kept concealed from the outer world. You told us that all your dummy tanks and dummy aeroplanes were always massed on those fronts that were of an immediate interest. . . .

"Well, Marshal, you have been misled by dummy tanks and dummy aeroplanes, and you have failed to observe those feelings of true friendship which I have for the Red Army, nor have you seen the feelings of genuine comradeship which I bear towards all its members."

As this was translated by Pavlov, sentence by sentence, to Stalin I watched his expression carefully. It was inscrutable. But at the end he turned to me and said with evident relish, "I like that man. He rings true. I must have a talk with him afterwards."

At length we moved into the ante-chamber, and here everyone moved about in changing groups. As I moved around I saw Stalin in a small circle face to face with "Brookie," as I call him. The General's account continues:

I went up to Stalin and told him how surprised I was, and grieved, that he should have found it necessary to raise such accusations against me in his toast. He replied at once through Pavlov, "The best friendships are those founded on misunderstandings," and he shook me warmly by the hand.

It must have been after two in the morning when we finally separated. I went to bed tired out but content, feeling sure that nothing but good had been done. It certainly was a happy birthday for me.

The next day the Big Three lunched together. Afterwards the President raised the question of Polish boundaries and said he hoped relations could soon be resumed between the Soviets and the Polish Government, then in exile in London.

CONTINUED ON PAGE 111



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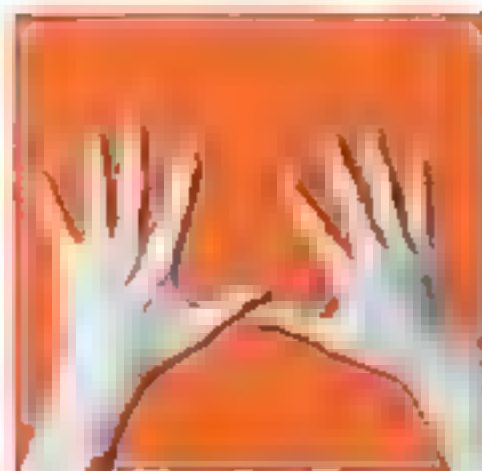
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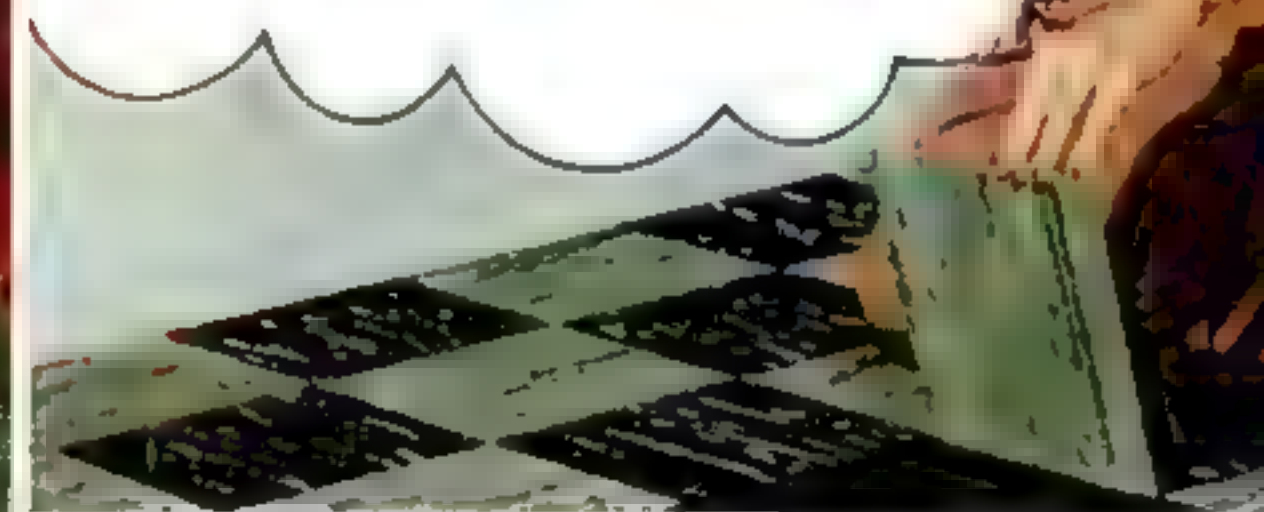
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STALIN asked with what Government he would have to negotiate. The Polish Government and their friends in Poland were in contact with the Germans. They killed the Partisans. Neither the President nor I could have any idea of what was now going on there. Russia, even more than other States, was interested in good relations with Poland, because for her it was a question of the security of her frontiers. Russia was in favour of the reconstruction, development, and expansion of Poland mainly at the expense of Germany. But he separated Poland from the Polish Government in exile. He had broken off relations with the Polish Government in exile because it had joined with Hitler in slanderous propaganda against Russia.

WHOSE MAP, WHOSE CURZON LINE?

HERE I said that it would be a great help if round that very table we could learn what were the Russian ideas about the frontiers. Stalin said Soviet Russia adhered to the frontiers of 1939, for they appeared to be ethnologically the right ones.

Eden asked if this meant the Ribbentrop-Molotov Line.

"Call it whatever you like," said Stalin.

Molotov remarked that it was generally called the Curzon Line.

"No," said Eden, "there are important differences."

Molotov said there were none.

I then produced a map and showed the Curzon Line and the 1939 line, and indicated also the line of the Oder.

At this point the meeting broke into groups. There was a general gathering round my map and round a map which was produced by the Americans, and it was difficult for the interpreters to take notes.

Eden suggested that the Curzon Line was intended to pass to the east of Lvov.

Stalin replied that the line on my map had not been drawn right. Lvov should be left on the Russian side. Molotov would get a map of the Curzon Line and a description of it. He said that he did not want any Polish population, and that if he found any district inhabited by Poles he would gladly give it up.

I suggested that the value of the German land was much greater than the Pripet Marshes. It was industrial and it would make a much better Poland. We should like to be able to say to the Poles that the Russians were right, and to tell the Poles that they must agree that they had had a fair deal.

Here I made it clear that I was speaking for the British alone, adding that the President had many Poles in the United States who were his fellow-citizens.

Stalin said again that if it were proved to him that any district were Polish he would not claim it, and here he made some shadowing on the map west of the Curzon Line and south of Vilna, which he admitted to be mainly Polish.

At this point the meeting again separated into groups, and there was a prolonged study of the Oder Line on a map. When this came to an end I said that I liked the picture, and that I would say to the Poles that if they did not accept it they would be foolish, and I would remind them that but for the Red Army they would have been utterly destroyed. I would point out to them that they had been given a fine place to live in, more than three hundred miles each way.

Stalin said that it would indeed be a large, industrial State.

"And friendly to Russia," I interjected.

Stalin replied that Russia wanted a friendly Poland.

Molotov produced the Russian version of the Curzon Line, and a text of a wireless telegram from Lord Curzon giving all the place-names. I asked whether Molotov would object to the Poles getting the Oppeln district. He said he did not think so.

I said that the Poles would be wise to take our advice. I was not prepared to make a great squawk about Lvov.

Roosevelt asked Stalin whether he thought a transfer of population on a voluntary basis would be possible. The Marshal said that probably it would be.

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CHURCHILL'S MEMOIRS CONTINUED

The discussion then turned to Finland. Mr. Churchill introduced the question of indemnities Russia might ask as a condition of getting Finland out of the war.

STALIN said that he did not want money, but within, say, five or eight years, the Finns would be well able to make good the damage they had done to Russia by supplying her with paper, wood, and many other things. He thought the Finns should be given a lesson, and he was determined to get compensation.

I said I imagined that the harm the Finns did to Russia by their improper attack far exceeded what a poor country like Finland could supply. I added, "There is still ringing in my ears the famous slogan, 'No annexations and no indemnities.'* Perhaps Marshal Stalin will not be pleased with me for saying that."

Stalin, with a broad grin, replied, "I have told you that I am becoming a Conservative."

The conversation then turned to territorial detail—Viborg ("Nothing doing about Viborg," said Stalin), the Karelian Isthmus, Hangö. "If the cession of Hangö presents a difficulty," said Stalin, "I am willing to take Petsamo instead." "A fair exchange," said Roosevelt.

Stalin said that, after all, allies could squeeze each other if they wanted to from time to time. But let the Finns live. The Finns might perhaps be given an opportunity to repay the damage they had done in, say, five to eight years.

I said, "Experience shows that large indemnities do not work."

Stalin proposed to occupy a region of Finland if the Finns did not pay.

"I have not yet," I said, "been elected a Soviet commissar, but if I were I would advise against this. There are much bigger things to think about."

Stalin now asked, "Are there any other questions?" The President replied, "There is the question of Germany."

Stalin said that he would like to see Germany split up. The President agreed, but Stalin suggested that I should object.

I said that I did not object in principle.

Roosevelt said that, so that there could be some discussion, he and his advisers had had a shot at a plan some three months before. This involved the dividing of Germany into five parts.

Stalin, with a grin, suggested that I was not listening because

*Proclaimed by a gathering of European Marxists, including Lenin, in the early days of World War I.—ED.



WHERE IS THE CURZON LINE?

Low's drawing depicts the battle of maps at the Teheran Conference on the question of a postwar border between Poland and the Soviet Union. The British and the Russians agreed in principle on the "Curzon Line" but disagreed on its exact location. This line takes its name from the British Foreign Secretary who first proposed it shortly after World War I. At that time the Poles were fighting the Communists who had succeeded the czars. In the drawing, Churchill and Eden are at left with a British map, arguing the British case against Stalin and Molotov with a Russian map. Roosevelt has advisers Hopkins on his left, Harriman on his right.

I was not inclined to see Germany split up. I said that I considered that the root of the evil lay in Prussia, in the Prussian Army and General Staff.

Roosevelt then explained his plan for splitting Germany into five parts. These five sections would be self-governing, but there were two more that would be governed by the United Nations: 1) Kiel and its canal and Hamburg. 2) The Ruhr and the Saar.

"If," I said, "I might use the American idiom, I would say that the President has 'said a mouthful.' Mr. Roosevelt's plan is a new one to me. In my opinion there are two things, one destructive and the other constructive. I have two clear ideas in mind. First the isolation of Prussia. What is to be done to Prussia after that is only secondary. Then I would like to detach Bavaria, Württemberg, the Palatinate, Saxony, and Baden. Whereas I would treat Prussia sternly, I would make things easier for the second group, which I should like to see work in with what I would call a Danubian Confederation. The people of these parts of Germany are not the most ferocious, and I should like to see them live tolerably, and in a generation they would feel differently. South Germans are not going to start another war, and we would have to make it worth their while to forget Prussia. I do not much mind whether there are one or two groups."

I asked Marshal Stalin whether he would be prepared to go into action on this front. Stalin said he would, but he preferred a plan for the partition of Germany—something like the President's plan, which was more likely to weaken Germany. When one had to deal with large masses of German troops one found them all fighting like devils, as the British and American armies would soon learn. The Austrians by themselves were different, and he described the way they surrendered. All Germans were the same. It was the Prussian officers that provided the cement. But fundamentally there was no difference between North Germans and South Germans, for all Germans fought like fierce beasts. We should be careful not to include the Austrians in any kind of combination. Austria had existed independently, and could do so again. So also must Hungary exist independently. After breaking up Germany it would be most unwise to create new combinations, Danubian or otherwise.

President Roosevelt agreed warmly.

Stalin said that a Danubian combination would not be able to live, and the Germans would take advantage of this by putting flesh on something that was only a skeleton and thus creating a new great State. It was far better to break up and scatter the German tribes. Of course they would want to unite, no matter

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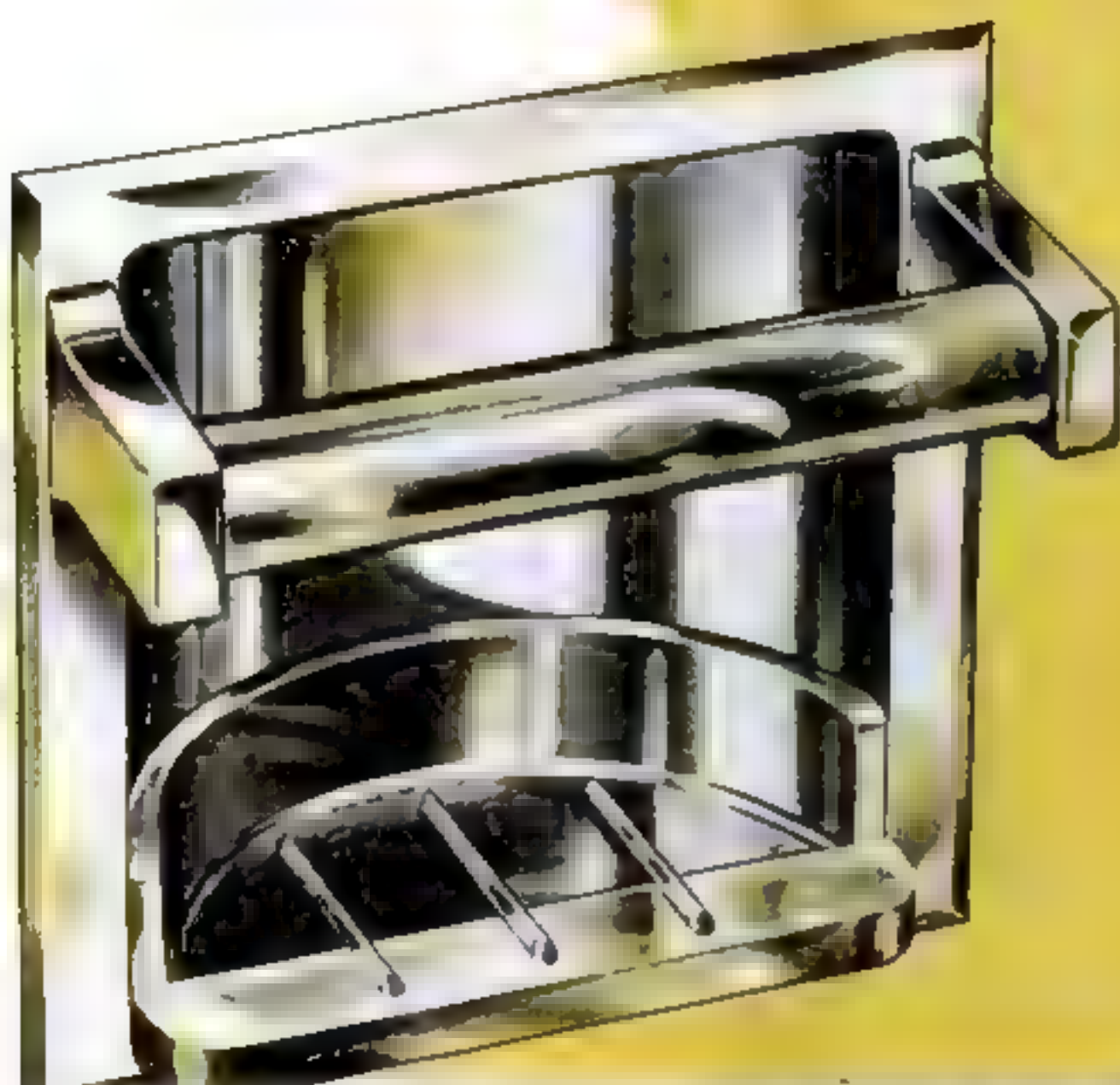
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CHURCHILL'S MEMOIRS CONTINUED

how much they were split up. They would always want to reunite. In this he saw great danger, which would have to be neutralised by various economic measures, and in the long run by force if necessary. That was the only way to keep the peace.

I asked Stalin if he contemplated a Europe of little States, all disjointed, with no larger units at all.

He replied that he was speaking of Germany, not Europe.

THUS our long and hard discussions at Teheran reached their end. Surveying the whole military scene, as we separated in an atmosphere of friendship and unity of immediate purpose, I personally was well content. The political aspects were at once more remote and speculative. Obviously they depended upon the results of the great battles yet to be fought, and after that upon the mood of each of the Allies when victory was gained. It would not have been right at Teheran for the Western democracies to found their plans upon suspicions of the Russian attitude in the hour of triumph and when all her dangers were removed. The hope of the future lay in the most speedy ending of the war and the establishment of a World Instrument to prevent another war, founded upon the combined strength of the three Great Powers whose leaders had joined hands in friendship around the table.

The supreme question of the treatment to be accorded to Germany by the victors could at this milestone only be the subject of "a preliminary survey of a vast political problem," and, as Stalin described it, "certainly very preliminary." We all deeply feared the might of a united Germany. Prussia had a great history of her own. It would be possible, I thought, to make a stern but honourable peace with her, and at the same time to recreate in modern forms what had been in general outline the Austro-Hungarian Empire, of which Bismarck is supposed to have said, "If it did not exist it would have to be invented." Here would be a great area in which not only peace but friendship might reign at a far earlier date than in any other solution. Thus a United Europe might be formed in which all the victors and vanquished might find a sure foundation for the life and freedom of all their tormented millions.

I do not feel any break in the continuity of my thought in this immense sphere. But vast and disastrous changes have fallen upon us in the realm of fact. The Polish frontiers exist only in name, and Poland lies quivering in the Russian-Communist grip. Germany has indeed been partitioned, but only by a hideous division into zones of military occupation. About this tragedy it can only be said "IT CANNOT LAST."

IN NEXT WEEK'S ISSUE: ON THE EVE OF OVERLORD

Now Winston Churchill comes to the great climactic period of his story, the time when final preparations were made for the invasion of France, a military operation unprecedented in vastness, intricacy and hazard. In next week's instalment of his war memoirs he re-creates those hopeful and care-laden days when a single command decision might have meant victory or disaster. Here are some of the memorable episodes:

- ▶ A stormy preinvasion conference with De Gaulle, who was impervious to Ike's blandishments
- ▶ Montgomery leaping "about the rocks like an antelope" to keep fit
- ▶ Churchill's campaign to get permission to see the invasion at first hand, resulting in protracted arguments with an unyielding Eisenhower and an understanding king
- ▶ Eisenhower making the decision which "rightly evokes admiration"



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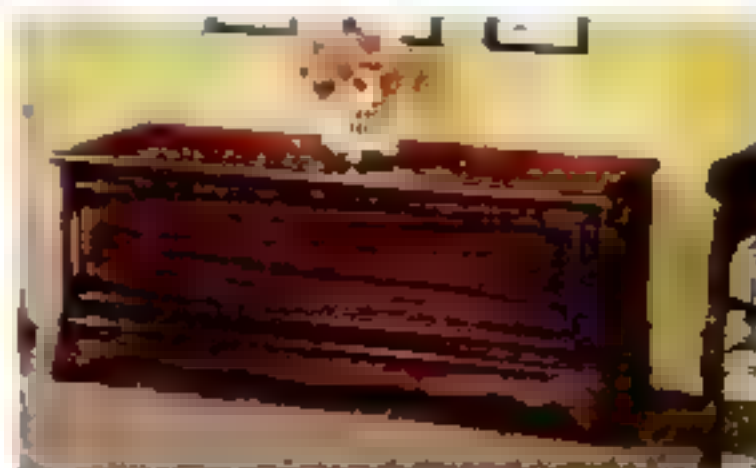
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! Pillsbury makes 'em light makes 'em luscious

The idea here is to remind you that there's
nothing better than buttered pancakes with syrup.
Especially when you're having those *lighter* Pillsbury Pancakes
with rich golden butter melting into every fluffy bite.
Don't you think you ought to treat your family
to this lighter all-American favorite
real soon? Maybe tomorrow?



*Nothing Butters
Like Butter!*

AMERICAN DAIRY ASSOCIATION



for luscious pancakes, **Butter**

Only butter can be butter. It takes four pints of rich cream to make one pound of butter.



NATURAL CHINCHILLA RABBIT LINED IN FELT (TINA LESER, \$350) IS THIS SEASON'S MOST EXPENSIVE VERSION OF COMMON FUR

Just Rabbit

FAMILIAR FUR SHEDS ITS ALIASES
AND TAKES ON A LOOK OF LUXURY

For years rabbit fur was sold under fancy aliases like *coney* and *lapin*. Now, in FCC ruling, outlaws use the word *rabbit* and retailers out to establish a family name for it. The worst social faux (falling hair) has been finally checked by the use of superior imported pelts, and, most importantly, makers guarantee rather than two years. Newly hand-dyed to imitate a whole forest of furs, rabbit coats offer good style and workmanship at \$69 and up. On these pages, *Doris Day* (*above*), who wrote *How to Seduc a Millionaire*, shows how a girl out after rank might compromise on plain rabbit.

CONTINUED ON NEXT PAGE

Now—these famous Beauty Tissues are

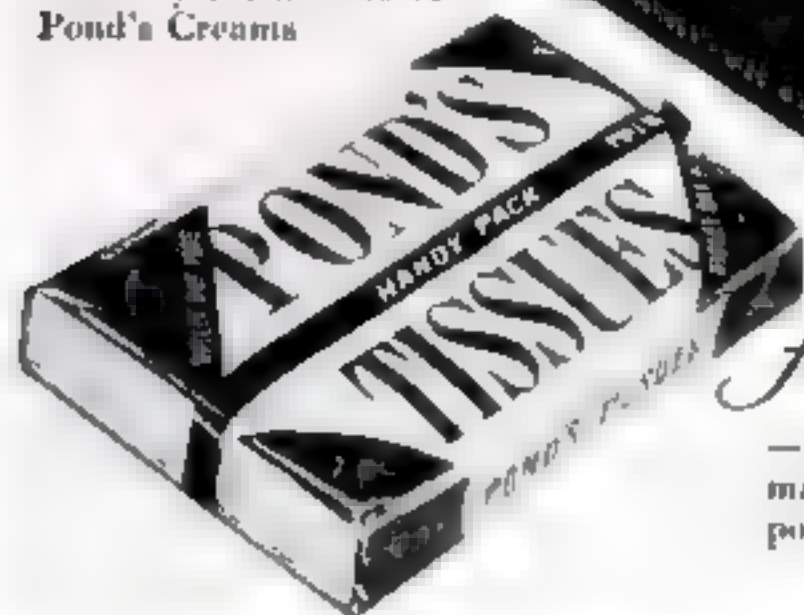
Sun-Purified

by

**ULTRA-
VIOLET
RAYS**



Made by the makers of
Pond's Creams



for handbag and pocket

—slim cellophaned packet of Pond's Tissues,
made to carry in your handbag or your
pocket — for school, car and office . . . **5¢**
—or buy them by the carton!

New protection for delicate skin

NEW SAFEGUARD for the immaculate care of delicate facial skin!
New protection for an easily irritated, chapped, sneezy nose!

Today—every Pond's Tissue is constantly bathed by purifying
ultra-violet rays . . . during the whole folding and packaging process!

This gives a unique, super-purity to Pond's beauty Tissues.
Made for delicate skin. Pond's Tissues are unusually soft and firm.
Perfect for handkerchiefs! Now—these famous beauty tissues
are extra good to your skin!

Beautiful Society women prefer Pond's Beauty Tissues—made by beauty experts



Mrs. David Anthony Drexel—"There are no finer
tissues than Pond's. I'm completely spoiled by their
beautifully smooth texture. And their unexpected
sturdiness—because they are so soft—makes
these lovely tissues unequalled as handkerchiefs."



Her Royal Highness Princess Murat—"I use
Pond's Tissues, because they are exceptionally
fine—especially for handkerchiefs." You will find,
too, that these gentle tissues are wonderful for
beauty care—so firm, yet so soft.



Mrs. George Cahill, Jr., the former Sally du Pont,
says: "I've used Pond's Tissues as long as I can
remember. They're superb for so many uses—
exceptionally strong, very soft—and so clean
looking. We all love them for hankies."



*My perfume's from France
It puts men in a trance
I splurged—I just couldn't resist!
But on undies I save
There's just one kind I crave
That's Spun-lo, they're tops on my list!*



Spun-lo Undies

- ★ wash like a stocking
- ★ have special sit-down comfort
- ★ fit sleek as a second skin
- ★ cost less than a good lipstick
- ★ come in styles galore

INDUSTRIAL RAYON CORPORATION
Cleveland, Ohio
Producers of continuous process rayon
yarns and ®Tyron cord for tires



JUST RABBIT CONTINUED



AS BLUE SEAL, rabbit follows the fashion of dyeing furs in unnatural color. This pea jacket style (Ben Kalish, \$65) is ideal for country slacks or city suits.



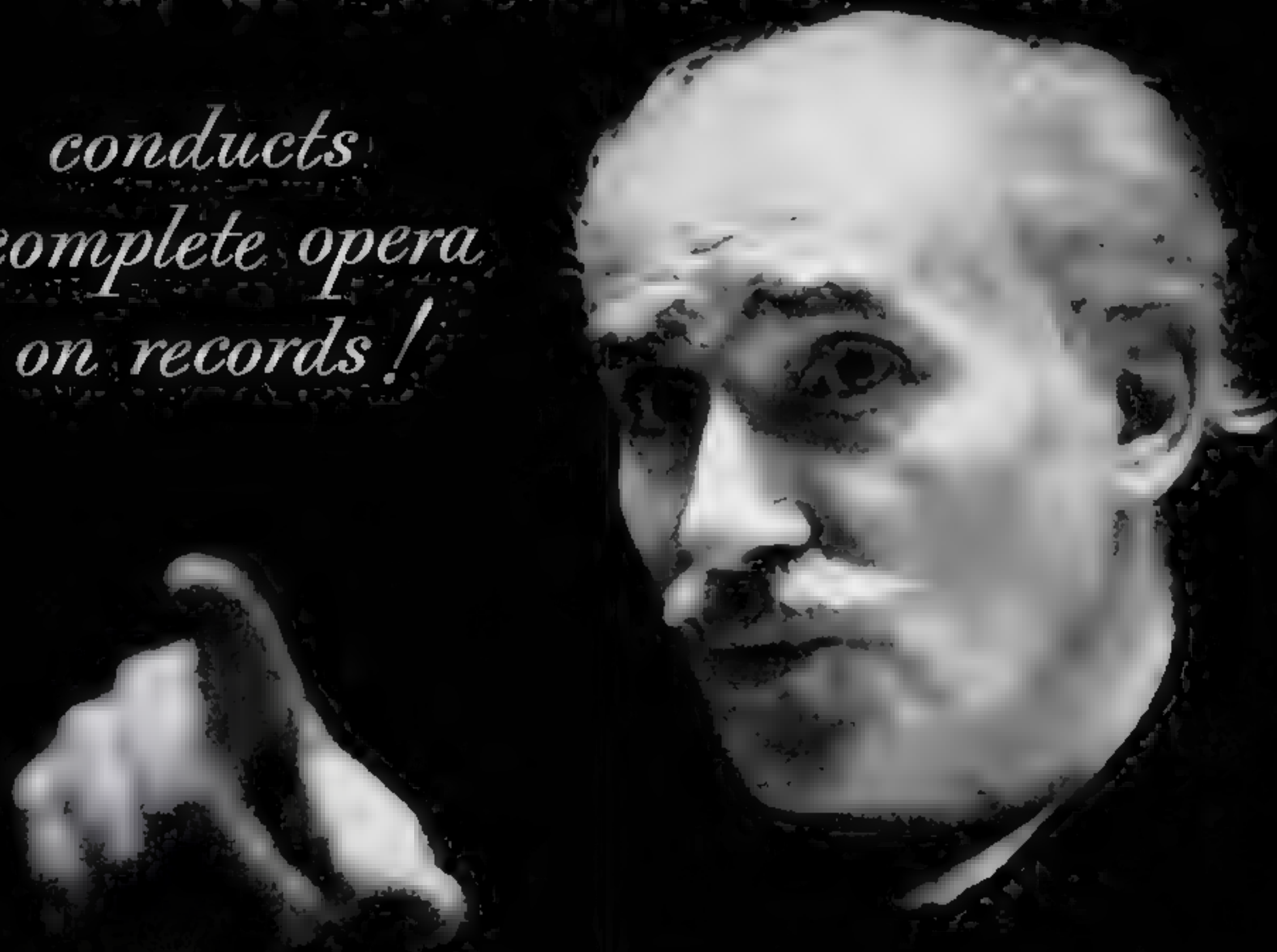
AS BLACK SEAL, rabbit is dyed and clipped to imitate the expensive fur. Bolero (Harold J. Rubin, \$50) worn here for street also serves as evening wrap.

CONTINUED ON PAGE 118

Now for the first time

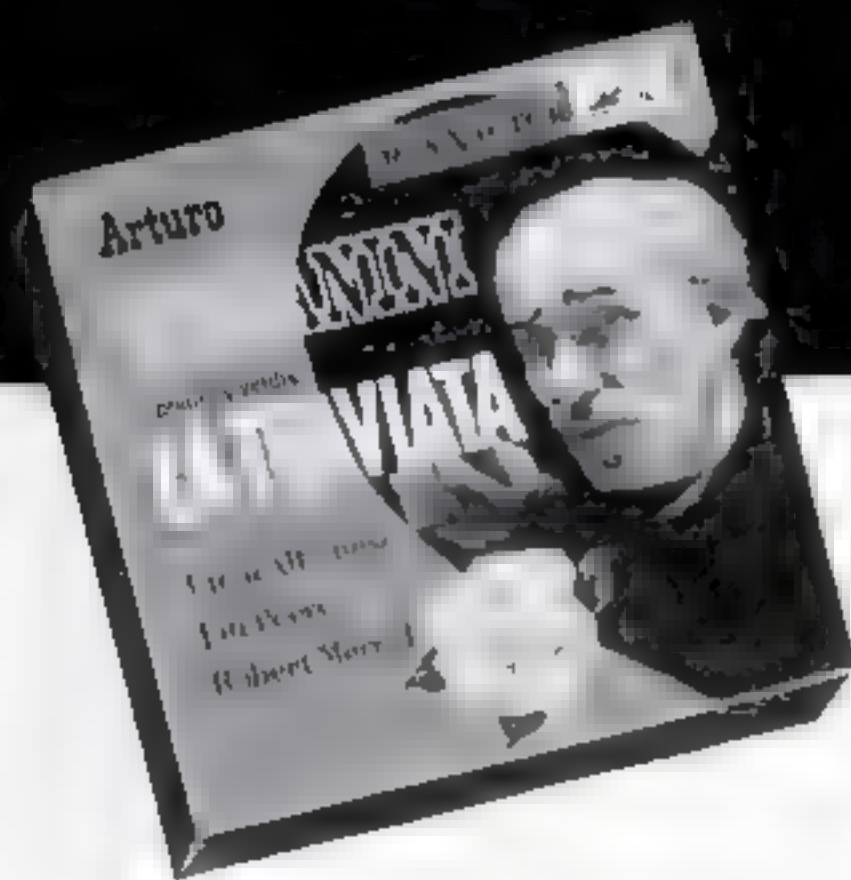
TOSCANINI

*conducts
a complete opera
on records!*



"La Traviata"

A priceless Toscanini performance, glowing new through a better recording to Verdi's music.



Enjoy, as never before, this favorite Verdi masterpiece interpreted by the great maestro! To be able to call back such a performance, for encore after encore, has long been an exciting prospect. Now...a reality! In this historic recording of "La Traviata": Licia Albanese...Robert Merrill...Jan Peerce...with the NBC Symphony Orchestra and Chorus. On "45" (13 records, Libretto and Reader by Deems Taylor) \$16.04. On Long Play (2 12" records) \$11.44.

A LIBRARY OF COMPLETE OPERAS!

Now at your favorite record dealer

RIGOLITTO • AIDA • CAVALLERIA RUSTICANA • MARRIAGE OF FIGARO
DON GIOVANNI • MAGIC FLUTE • PELLÉAS ET MÉLISANDE • FAUST
For a limited time...special offer of over \$6 in record albums at no extra cost when you buy certain RCA Victor "45" instruments. Ask your dealer today! (Good in continental USA only except where local laws restrict.)

NEW: The great all-star "CARMEN"!

Complete opera! Risé Stevens, Jan Peerce, Licia Albanese, Robert Merrill, Robert Shaw Chorale, Fritz Reiner conducting. On "45", 16 records, \$19.50. Long Play, \$17.16.

Suggested retail prices include Federal Excise Tax. Add local tax. Subject to government price ceiling regulations.



The World's Greatest Artists are on **RCA VICTOR** records





Little pal needs a planned diet, too



EASY PLAN:

1. As his *basic* food, feed Gro-Pup Ribbon. Veterinary approved.*
2. Serve dry — or moisten with water, milk or gravy. Table scraps okay, too.

Get your family pal eating happy! Heap his dish with crunchy Gro-Pup Ribbon. It's his *basic* food. Combines *all* the food elements — minerals, vitamins — dogs are known to need. Over 30 in all! "Season" his Gro-Pup with table scraps ... makes him feel part of the family!

BOX: Serve Gro-Pup Ribbon crisp or moistened.

***SEAL:** Only dry dog food with this seal of veterinary approval.

P 5: Try new Gro-Pup Meal Fastest mixing! 5-lb. and 25-lb. bags.

First year, pups develop 20 times faster than boys. Grown dogs need a basic food, too. Gro-Pup Ribbon is *basic*. Packs 3 times as much solid nourishment as moist canned foods. Your dog can really "put on the dog" with savory meat-brown Gro-Pup. Why not now?



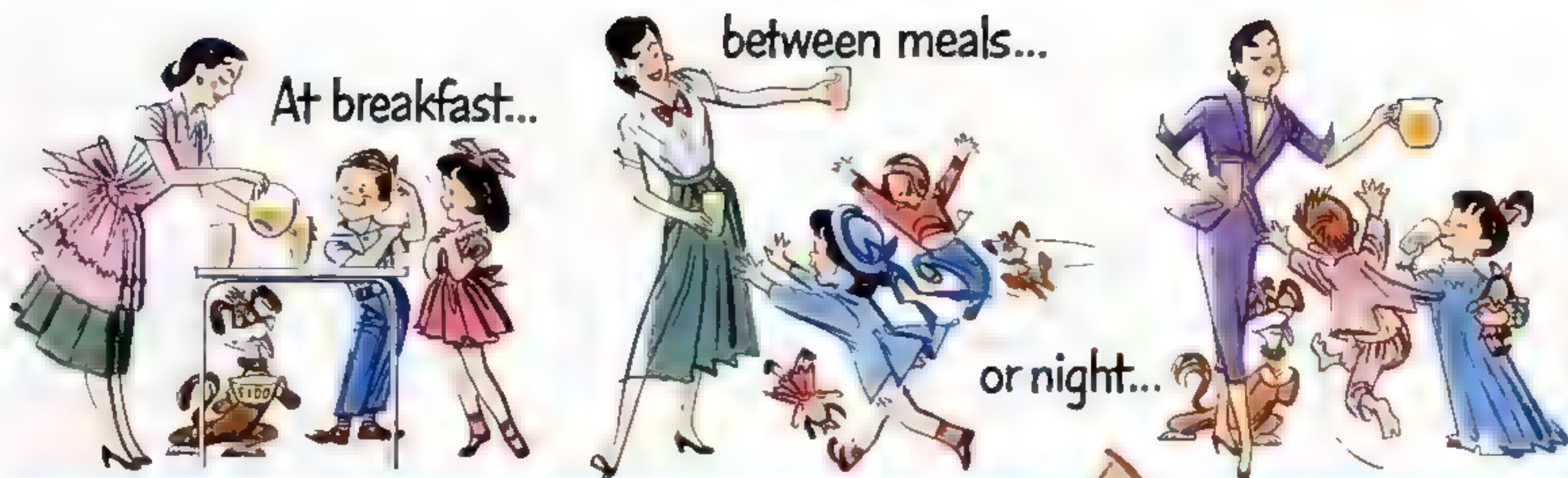
JUST RABBIT CONTINUED



AS MOLE, rabbit dyed dark gray is used in full-length collarless coat (Wm. Seifert, \$195). Like most dressed-up rabbit, it has stylish, contrasting lining.



AS SHEARED OTTER, rabbit is dyed in newly popular blond tone. This buttonless coat is worn loose and flaring or wrapped tightly (Ben Kahn, \$115).



Drink
this much
Florida
Orange Juice
every day!



From breakfast to bedtime—anytime is Florida Orange Juice time! A full big glass of health-giving Florida Orange Juice gives you the vitamins and minerals you need for bright-eyed energy—a sparkling smile.

Don't take "half-measures" with those old-fashioned half-portion juice glasses. For a full measure of health, for plenty of Vitamin C—one vitamin your body doesn't store up—drink a full big glass of Florida Orange Juice at least once during the day!

FLORIDA FRESH-FROZEN CONCENTRATE

Tree-fresh flavor in new handy form. Add three parts water, stir or shake, pour full big glasses. Pure juice—no sugar added.



FLORIDA CANNED

Always ready to serve at a moment's notice. Natural full strength. Try blended Florida Orange-Grapefruit juice in cans, too. Delicious, different and refreshing!



FLORIDA *THEY'RE THE SWEETEST* ORANGES

FLORIDA CITRUS COMMISSION, LAKELAND, FLORIDA

BRIGHT, BEAUTIFUL—BUILT TO

Daystrom's new dining furniture—



The new Daystrom Sunnywood®. Here you get the beauty of light, natural-grain wood—combined with the Daystromite Wonder Top and washable upholstery! It's the kind of "good mixer" modern that fits in any dining spot,

to add new color and life. Chairs come with or without arms, with padded or latticed backs. Choice of 3 upholstery colors. Tables come in 3 sizes, with extension leaf. The price? Under \$100, for a five-piece set!

EVERY SET HAS THESE CAREFREE FEATURES



Look for the yellow arrow to make sure it's durable Daystrom—the bright word for dining furniture in Wood, Chrome, and Colorama. Trade Mark Registered.



Tops resist stains, scars and heat! No coasters needed, no pads under hot dinner plates. A damp cloth keeps this Daystromite Wonder Top shining clean!



Plastic upholstery is washable. No worries about the children's sticky fingers, dog paws, or greasy food stains. Spots wash off with soap and water, quick as a wink.



Frames that can take it! Choose metal or wood—each set is durable Daystrom construction. No polishing needed. A quick wipe keeps surfaces fresh and clean.

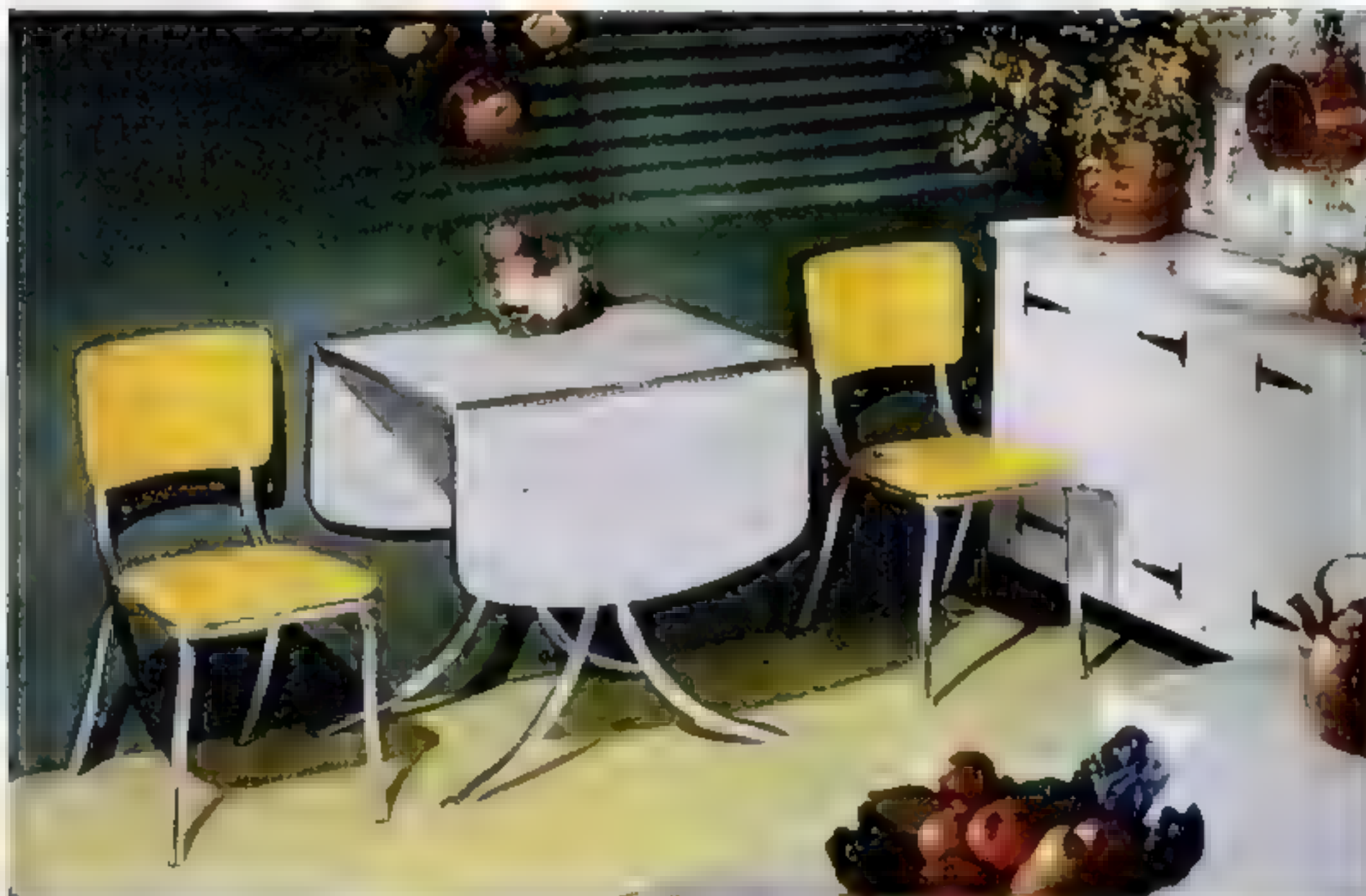
LIVE WITH CHILDREN !

easy to care for, and own !



Sophisticated Daystrom Coloramic®. A new kind of metal dining furniture in soft, muted colors to harmonize with smart living-dining rooms, as well as kitchens. The slender, modern legs are toned in smart Bronze or Golden

Sand—resist kicks and scuffs, won't peel or chip. The Daystromite Wonder Top resists scars and stains. A wide choice of table sizes, chair styles, and upholstery colors. Five-piece sets from \$84.95.



Style-right Daystrom Chrome. Notice the clean, uncluttered lines and graceful proportions of Daystrom-designed Chrome. Here is beautiful sparkle that *stays* beautiful, because every inch is washable. Choose this

Tuck-Away Set for space saving, or one of the regular tables that come with an extension leaf. There's a size for every family, a color for every kitchen or dining nook. Sets as low as \$69.95.

**DAYSTROM
DINETTE**
Fall
**FASHION
PARADE**

Furniture and department stores throughout the country have arranged special displays of the new Daystrom dining furniture. Drop in for a look soon. Or write for name of dealer nearest you, for full information.

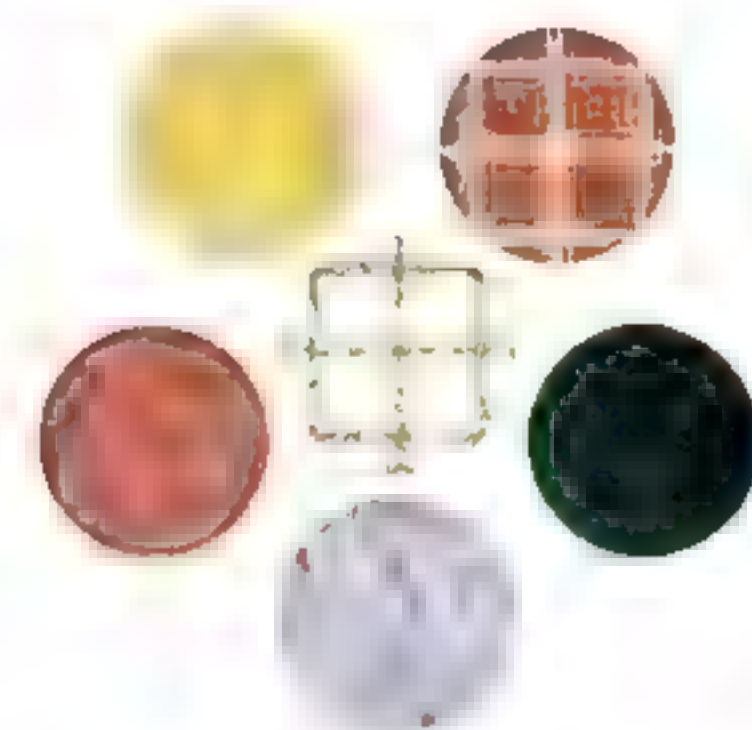
MIX OR MATCH COLORS

A wide choice in each Daystrom dining set. Tables and chairs are priced separately, or by the set.

Some of the Table Top Colors



Some of the Upholstery Colors



Daystrom Furniture—Division of Daystrom, Inc.
Factories at Olean, N. Y.
Friendship, N. Y. • Fullerton, Calif.

DAYSTROM
FURNITURE



A dream marched to the swing of his words

WHAT'S A POET GOOD FOR? What does he do for people?
Let's take Walt Whitman.

Walt was a carpenter's son, a handy boy with axe and saw, used to plain ways and hard work, pleased with everybody and everything. In Long Island, where he grew up, the many-sided life of America swirled around him—the farms with their growing, the sea with its commerce, the cities noisy with making and building. Walt's quick eyes saw it all, and the stir and beat of it got into his blood.

Every good man eventually gives back to the world what has been given to him. So Walt in time took the great pulse of hope and excitement that America had put in his heart, and began to make a book of it.

"Leaves of Grass" he called it—a book as boundless and free-growing as an uncut field, blooming with every fresh, green thought that ever grew inside Walt Whitman, American.

He wrote of the lovely body of his country, its mountains, rivers, prairies, seacoasts, the wet smell of its woods, the cool breath of its winds.

He wrote of his countrymen at work: stevedores, herdsmen, preachers, Congressmen; the bellowing auctioneer and the gentle healer of wounds; the teamster with his sweating horses and the farmer with his whistling scythe; all stirring, building, buying, selling—a nation of brothers and equals, happy to be going somewhere together.

What's a poet good for? To give us words for the music in ourselves. To give us words to live by; great, swinging words for our dreams to march to. For just as it takes a child to remind us of the joy in simple things, so it takes a poet to show us the wonder of what is before our eyes.

Walt did this for us, and one thing more. He showed us that America itself is the great poem to be written and each of us is its poet, adding our verse to the big book that never ends.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

CHAMP RIDER

Casey Tibbs has a rip-roaring time on the broncs and off

PHOTOGRAPHED FOR LIFE BY HY PESKIN

Out of the rodeo chute springs a wild-eyed, snorting horse called Snip. On the horse's back (below), kicking spurs into his shoulders, is a young cowboy named Casey Tibbs. Snip humps his spine like a frightened cat, whips his head from side to side, throws his heels high. Casey leans far back and tries to take it easy. "You jus' fall into the rhythm and it's like dancing with a girl," he says. But when a bronc "starts mixing up his tricks, you gotta know your busi-

ness. If you don't, you'll either pop your gizzard or eat dirt."

The rodeos in recent years have added a lot of new features, like trick roping and bull riding, but bronc riding remains the classic cowboy sport and the rodeo's big attraction. In the popular mind the cowboy is still primarily a horseman—a romantic notion, for today, with jeeps and pickup trucks, the cowboy is fast losing his horsemanship. Even in the West one has

to look far and wide these days to find a cowpoke who can break a horse.

There are only about 50 good bronc riders competing on the rodeo circuit today. Casey Tibbs, 22, is rated the best of them all. Like most rodeo performers, Casey stays as far away from a ranch as possible and wears lavender boots, shirt and neckerchief. But he earns more money and leads a far more exciting life than any of the old broncbusters ever dreamed of.



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123

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FAST MONEY, SHORT HOURS

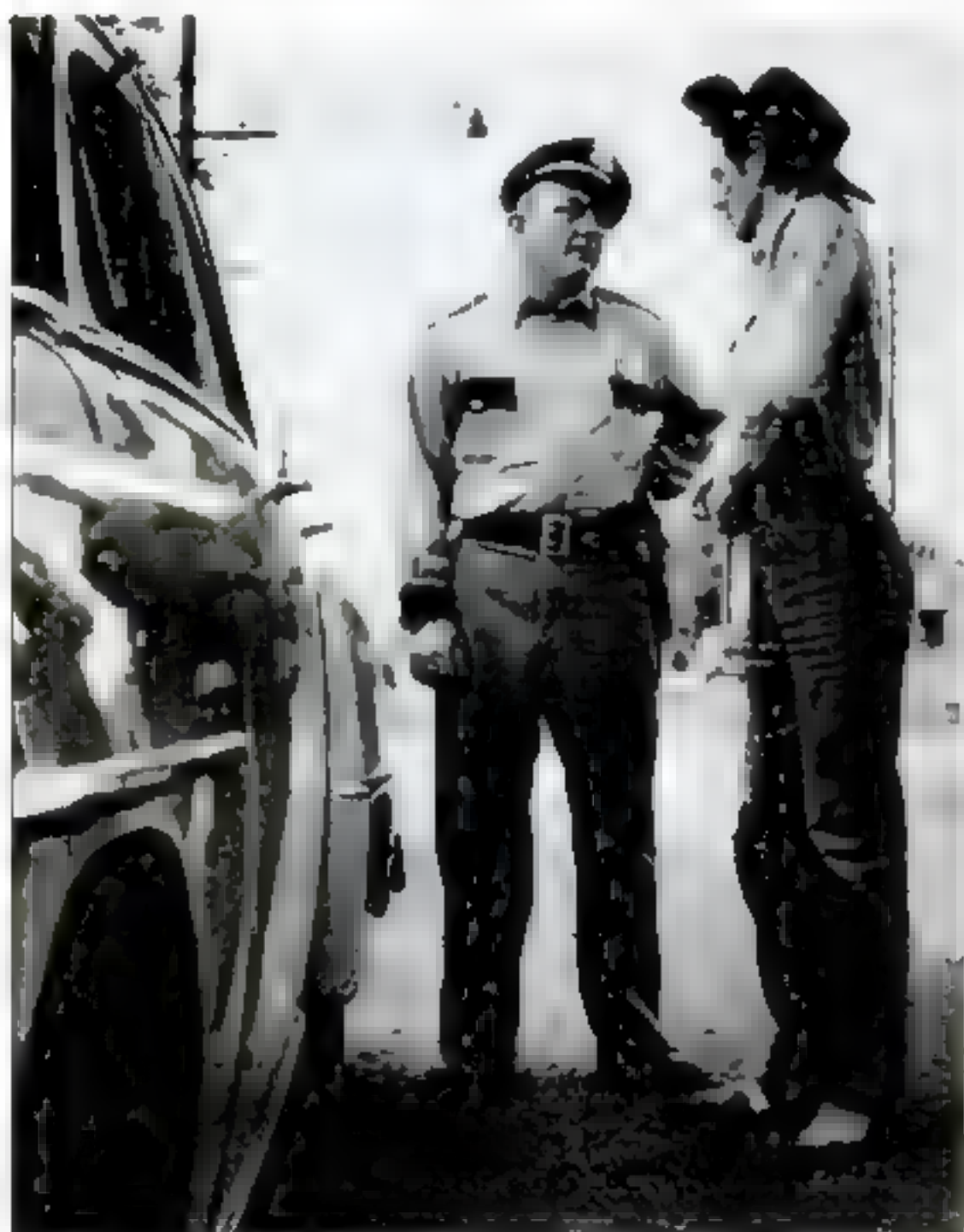
"I've never seen a bronc rider who wasn't a wild man," said a rodeo promoter. "But then," he added philosophically, "if he wasn't a wild man he probably wouldn't be a bronc rider." When Casey Tibbs was a boy on his father's ranch near Fort Pierre, S.D., he made the horses pitch even if they didn't want to. When his father complained, he ran away from home to ride the rodeo brones. "I figured," he explains now, "that rodeoing would be a lot easier than ranch work."

Casey was certainly right on this last score, for he probably earns more money for less actual work than any other man in the world. In rodeo competition there are two kinds of bronc rides, one made bareback and one made with a saddle. In the former the rider has to stay on for only eight seconds, in the latter for only 10 seconds. Two weeks ago in Omaha, for an entry fee of \$35 and 66 seconds of riding, Casey won prize money totaling \$1,213. Two years ago, when he became the youngest cowboy ever to win the saddle bronc championship, he earned \$21,000. This year, having already taken part in 46 rodeos all over the U.S., he is the leading contender for both the bareback and saddle bronc championships and has won more than \$23,000.

Casey usually travels from rodeo to rodeo in a \$4,000 Cadillac which he drives on the highway at 95 mph. He likes to drink and stay up late. Unlike other professional athletes, he doesn't have to worry about his physical condition. "I don't have to last 15 rounds like a boxer," he explains. "I'm on and off a bronc before I can take a deep breath." When he gets into a brawl, which he often does just for excitement, he tries for a quick knockout. "A rodeo cowboy's got a lot of determination," he points out, "and in a street fight he makes up for short wind that way."



WITH AN ADMIRER, Mike Ivory, Casey waits turn to ride at Pendleton, Ore. Casey is 6 feet tall, weighs only 150 pounds. Mike is daughter of Rider Buster Ivory, who broke neck on a bronc a few years ago but is now back in action.



STOPPED FOR SPEEDING en route from Ellensburg, Wash. to Walla Walla, Casey talks cop out of ticket. He was driving a rented car after friends had wrecked his Cadillac few days before.



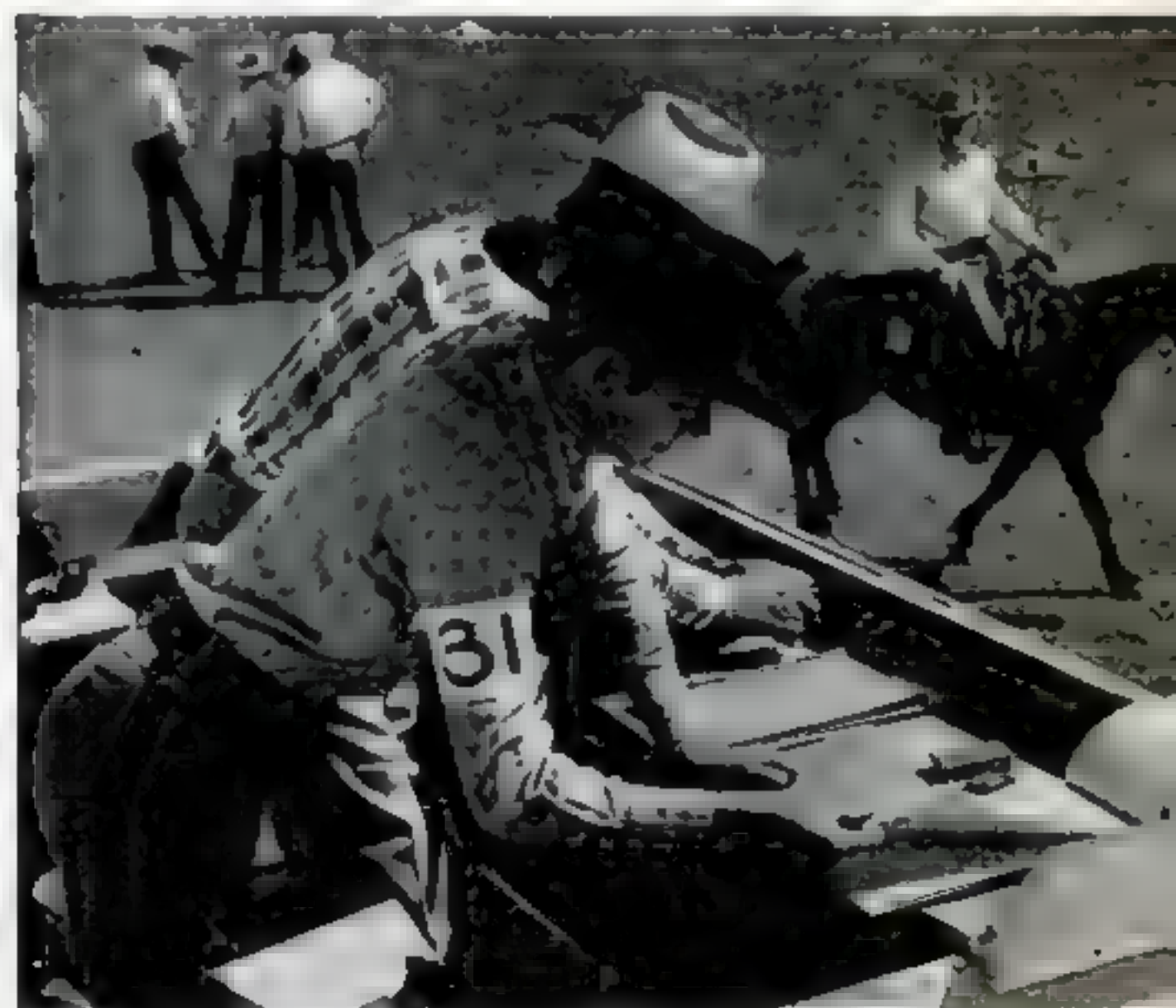
WITH ANOTHER ADMIRER, a big girl, Casey assumes a jaunty attitude in hotel at Ellensburg, while puffing on cigar. He is, friends say, the "kind of cowboy that the gals sure do take to."



HOSPITAL VISIT to see injured rodeo friend, Gerald Roberts, helps take up part of Casey's long day. The muscles in Roberts' leg were badly torn when a bull threw him and stepped on him.



FAMILY REUNION is held in a tourist court near the town of Ellensburg. From left to right, Casey's mother, his brother-in-law and sister (in bed), Casey and another bronc rider, Pete Crump.



BRONC LIST is checked by Casey at Ellensburg to see which horse he has drawn. Numbers are usually drawn out of a hat on the day before rodeo to decide which rider will get which bronc.



SPOOKY BRONC (nervous horse) acts up as Casey climbs on chute. Mounting is important because a rider's apt to be thrown if off balance when breaking starts.



REARING UP, bronc forces Casey off chute. By pulling horse down by mane, then rubbing and patting its neck, Casey got it calmed down. Rodeo horses are



RELAXING BEFORE RIDE, Casey rests head on saddle. Many cowboys pace up and down before riding, then are overtense and do not show their best.



LAUGHING AT FRIEND who was pitched off, Casey shows cowboys' unconcern for anything less than broken neck. Friend hurt knee was out 10 days.



TESTING STIRRUPS before riding. Casey finds they have stretched and need a adjustment. When he lets saddle belt snap over it to "get it loosened up."



GRAND FLORAL PARADE of Rose Festival wends its way down Portland street. Most of the parade's audience are also part of LIFE's audience— for 311,740 people in Portland's metropolitan area read LIFE. In Portland, as in city after city, LIFE has a larger audience than any other magazine.*



MAYOR DOROTHY LEE KNOWS LIFE'S INFLUENCE ON CITY

What happens when LIFE hits Portland?

The New England influence brought by Portland's early settlers cause many of its citizens to call their city, "The Boston of the West."

This pioneer influence on the way Portlanders think and act, buy and sell, live and enjoy life, is paralleled by LIFE's present-day influence. For, in the course of 13 issues, over half of all people in Portland's metropolitan area read LIFE.*

Recognizing LIFE's impact on her citizens, Mayor Dorothy McCullough Lee comments: "LIFE's ability to give Portlanders a clear, factual look at the ever-changing world scene, combined with its ability to entertain, makes it a strong influence on our community."

In city after city, town after town, the same might be said. For LIFE, read by over half the nation*, has become part of the commerce and culture, the entertainment and enlightenment of Americans wherever they live.

*From "A Study of the Accumulative Audience of LIFE" by Alfred Politz Research, Inc.



PRESIDENT of Reed College, E. B. MacNaughton: "LIFE's analysis of educational, political or social problems gets facts before people in an understandable, dynamic way." 77% of college-educated people read LIFE.*





SHOOTING CRAPS behind the chutes at Pendleton, Casey loses \$90 before one of his rides. He always

carries pair of green dice in his pocket. During one week in Nevada he lost \$11,000 at craps and poker.

OVERCOMING THE MONOTONY

Since he has so much time on his hands, Casey has to work hard to keep himself entertained. "I try to do something different every day so it doesn't get monotonous," he says. His main efforts are in gambling, liquor and girls. When he meets a new girl he doesn't waste any time bashfully pawing the dust with his boot. "Pretty women are my weakness," he states. "A fella jus' can't help loving 'em all."

Sometimes, during the spring and fall, Casey gets homesick for the ranch life back in South Dakota. "There was nothing I liked better as a kid than roundup and branding time," he says. "Someday I'd like to own a ranch of my own,

and have a couple of cowboys working under me." But when he starts to thinking about the hard day-to-day ranch work, and the luxuries he's become accustomed to—he quickly loses his nostalgia. What's more, he has socked away very little of his earnings with which to buy a ranch even if he wanted to. "Every year I keep promising myself I'm going to start saving," he says. "However, it's too late this year, so I guess I'll have to start next year."

Casey figures he will be winning big money at least until he's 30, which is the age that most bronc riders hit their peak. "But if I died tomorrow," he declares, "I've had a helluva 22 years."

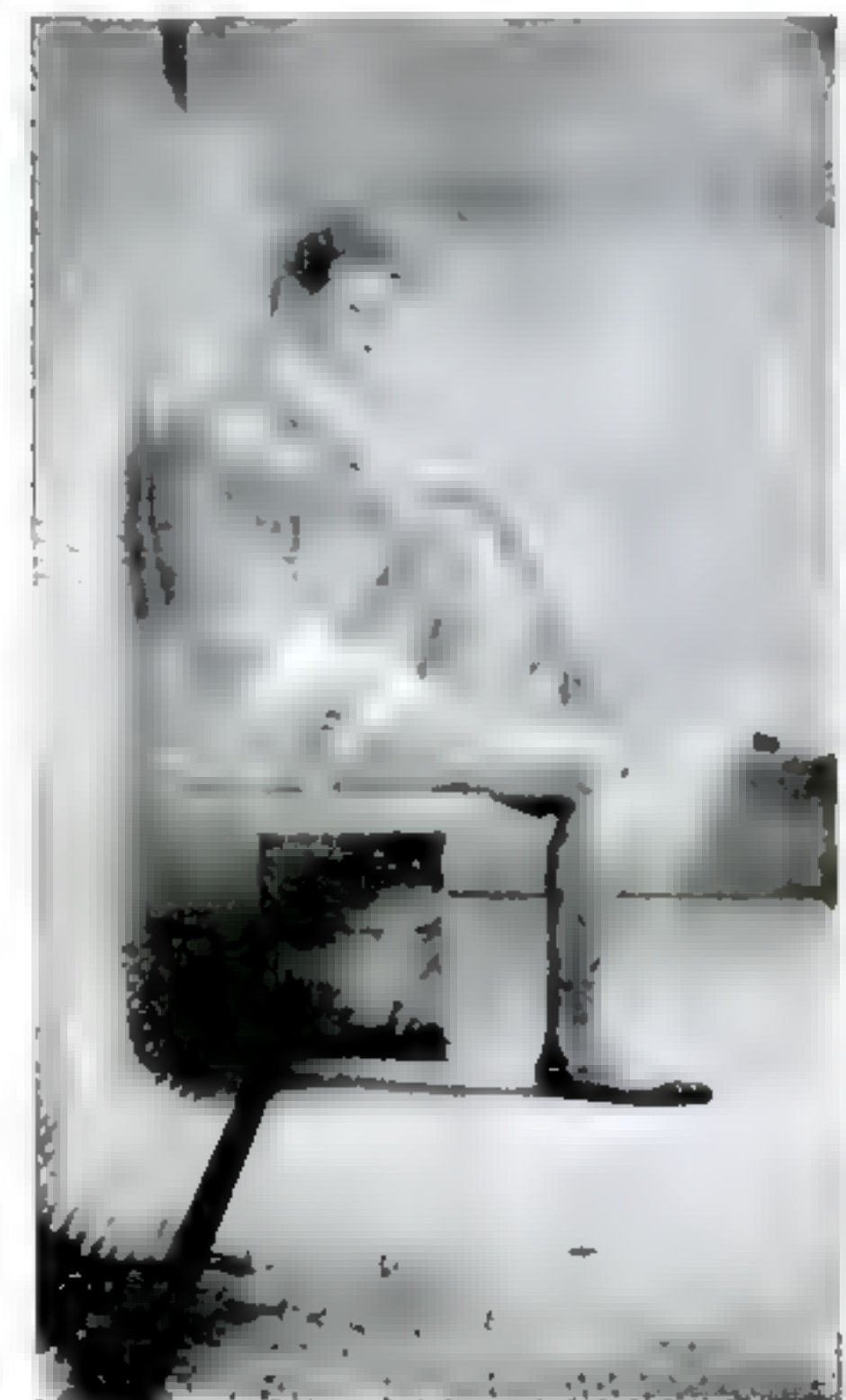
CHAMP RIDER CONTINUED



IN MADISON SQUARE GARDEN he stops in hall to make pitch to one of girls appearing in rodeo.



IN COPACABANA Casey has a date with a New York model. He thought she was "real delicious."



IN TURKISH BATH in New York, Casey recovers from a hangover and loosens up kinks in muscles.



not "trained" buckers but natural outlaws, spoiled horses which hate to have a man on their back. A strap is tied around their flanks to irritate them even more.

TRICKS OF THE TRADE TO BEAT THE SPOOKS

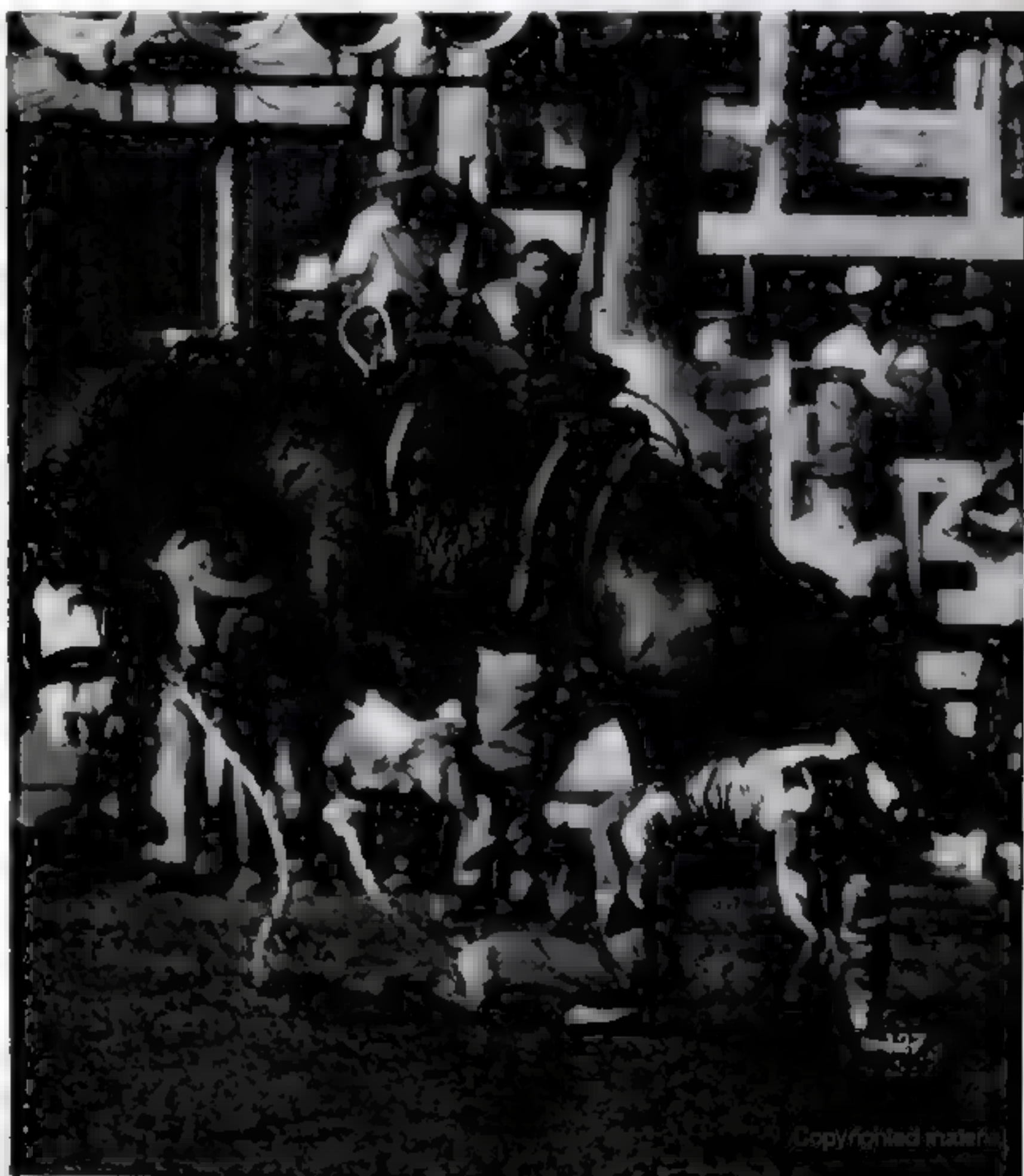
*"There never was a horse what couldn't be rode,
An' there never was a cowboy what couldn't be throwed."*

This old cowboy adage is always in the back of Casey's mind. No two horses buck exactly alike, and sometimes the raunchiest looking ones buck off the best riders. For this reason Casey is constantly developing tricks of the trade, some of which are shown on these pages. The judges score a ride 50% for the way the rider performs—his spurring, the grace with which he follows the movements of the horse—and 50% for the ferocity of the horse's bucking. Casey has learned to "git with his horse" by riding as relaxed and loose-jointed as possible. This year he has ridden 280 horses and been thrown only six times. For the first time in his life he stands a good chance of becoming the "World's Champion All-Around Cowboy," an award given each year to the contestant winning the most prize money. Last week he was in the lead for the honor and will probably get it barring a bad injury. He has suffered far fewer injuries than the average rider—left ankle broken three times, several ribs fractured, a trick knee acquired in a bad fall. But for a rodeo cowboy such injuries are minor and Casey figures that if ever he is killed, "it'll probably be in my Cadillac."

PITCHED OFF by Bald Eagle, second-rate buck-er, Casey bites dust at Walla Walla. He was thrown when rein caught under boot as he spurred animal.



CASEY MOUNTS Brown Jug as horse becomes momentarily tractable. A few seconds later, chute gate was opened and bronc was bucking violently out in arena.



LIFE affects so many lives so many ways...



COVER GIRL Carol Braun, who appeared on LIFE Aug. 6, 1951: "LIFE brought me tremendous amounts of mail from all 48 states, and it's still coming in. I was offered a seven-year movie contract, as well as a TV contract."



BANKER Frank N. Belgrano, Jr., Pres. of First National Bank: "Every time LIFE does a story on Portland or Oregon, its effect is seen in the increased capital brought here to finance new industries or expand old ones."



LUMBERMAN Hillman Lueddemann, Pres. of West Coast Lumbermen's Assn.: "LIFE's graphic reporting of world events helps hold down a community's provincial tendency not to see beyond its own borders."



BARBER Frank Penner and spaniels were LIFE's "Picture of the Week" in May 21, 1951 issue. Says Mr. Penner: "After LIFE hit Portland, I received dozens of phone calls for days, and a rush of people came to my house and shop to see me and the dogs. I put the picture in my window, and traffic in my shop doubled almost immediately. People would stop and say 'Look, there's the picture we saw in LIFE,' and then come in."



LIFETIME BOY George R. Story appeared as newborn baby in first issue of LIFE (Nov. 23, 1936). Says George now: "I have just finished my first year in high school. LIFE gives me an understanding of world events and lots of new ideas." 70% of high school graduates read LIFE.*



RETAILER Fred Meyer, who owns seventeen stores selling food and drugs: "When a product is advertised in LIFE, its sales jump greatly in all our outlets. That's why, to stimulate sales even more, we often cut out advertisements from LIFE and post them in our stores."



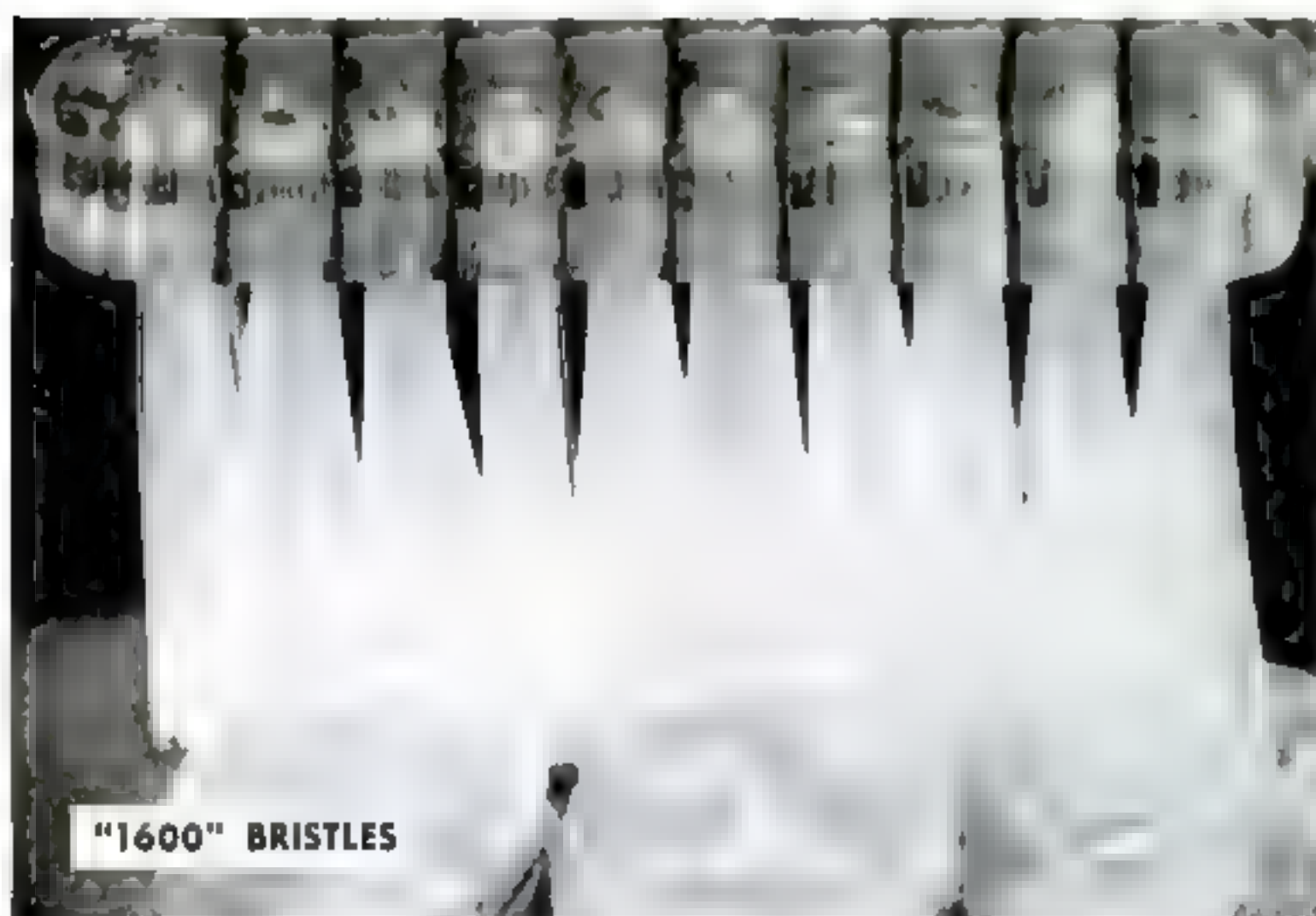
MANUFACTURER J. A. Zehnbauser, President of Jantzen Mills, Inc. "Our main job is to sell merchandise. We can reach more people for the money in LIFE, and LIFE has the prestige to boot. That's why we advertise in LIFE." Two-thirds of LIFE's 62,600,000 different readers are in middle and upper economic brackets.*



DIRECTOR Thomas Colt of Portland Art Museum, who was in LIFE article, "What Museums Are Buying": "The week after LIFE's article appeared, our attendance increased noticeably over its usual size."

NEW ASSURANCE OF HEALTHY TEETH

A new brushing principle plus new facts about acid fighting dentifrices mean more reliable tooth care



"1600" BRISTLES



STANDARD BRISTLES

1. New Brushing Principle. Pictures enlarged $3\frac{1}{2}$ times show the dramatic difference in action between new and standard type bristles. Under identical pressure (a

gentle $\frac{1}{8}$ pound weight) notice how hundreds of tiny bristle ends in the "1600" Angle Toothbrush combine to sweep clean every exposed surface... separate to get

into crevices thicker bristles seldom penetrate. Strong, slender, resilient bristles let you brush vigorously — reduce danger of lacerating gums and scoring enamel.



2. To help you reach hard-to-get-at places, Squibb brushes are bent like your dentist's mirror. No other brush has this angle.



3. New facts about acid-fighting dentifrices. Minutes after nibbling bread, a litmus paper test shows that patient's mouth has started forming decaying acids. Authorities now hold that these acids reach their maximum destructive power within about twenty minutes and persist for about thirty to ninety minutes. Then normal alkalinity of saliva overcomes



the acid and helps protect your teeth until your next meal.

The most direct way to combat this "90-minute" concentrated attack is by getting rid of food particles with thorough brushing...by helping to restore normal alkalinity as quickly as possible with a reliable acid neutralizing dentifrice.



4. The capacity of best known dentifrice brands to neutralize lactic acid (common mouth acid) is measured. The outstanding efficiency of Squibb Dental Cream is shown in the table below:

BRAND "A":	One gram neutralized	.8 milligrams of acid
BRAND "B":	" " "	NO " " "
BRAND "C":	" " "	21.0 " " "
BRAND "D":	" " "	3.0 " " "
SQUIBB:	" " "	139.0 " " "

Now your choice in combating after-eating acid is clear.



5. It's Fun to Be Convinced. Make this litmus paper test for yourself. See how your mouth forms acid right after eating. And then, see how Squibb Dental Cream promptly restores alkalinity. Get litmus paper at your drugstore or, write E. R. Squibb & Sons, Room 2205, 745 Fifth Ave., New York 22, N. Y. for a free supply and instructions.

"NEVER SAW A REPORT LIKE IT"

Leo Durocher pays tribute to Brooklyn scout's analysis of the N.Y. Yankees which didn't pull Giants through but will make fuel for the hot-stove league



ANDY HIGH, AUTHOR OF REPORT

AFTER his Giants won the opening game of the World Series, Manager Leo Durocher purred like a cat that has chomped up a fat mouse and knows where to find more. He had in his possession, he told newsmen, a scouting report on the Yankees. "It's great," Leo exclaimed. "Never saw a report like it. It has everything—all the little details." He had got it from the Brooklyn Dodgers, of all people, who had turned it over voluntarily after the Giants had knocked them out of the pennant. The report was dictated by Andy High, a Dodger scout who, along with another Dodger scout, had kept the Yankees under surveillance for a month. On this and the following pages, in High's own words, is the Dodger report, which was the key to almost every Giant pitch in the World Series, helped them win two games and took care of everything except human error by the Giants. The Yankees won the Series but this intimate scout's-eye view of their strengths and failings will provide big talk for next winter's hot-stove league.



FOLLOWING SCOUT'S TIP, PITCHER HEARN KEEPS BALL HIGH TO WOODLING

GENE WOODLING, 1F

FIELDING—He don't throw well. It is fairly accurate but not strong.

SPEED—Average speed but is not daring on bases.

HITTING vs. RIGHT-HAND PITCHER—Would never give him a slowed-up curve ball or change of pace to hit. Move the fast ball in and out on him high. Make the curve ball fast and keep low. His power is low inside on slow stuff over the plate. Fast ball is best bet in pinch.

PLAY HIM—Short and straight away in left field. Center field and right field to pull and fairly deep. Play infield average and straight away.

This report on Woodling was almost foolproof. Durocher's pitchers, including Jim Hearn (above), stopped Outfielder Woodling with three hits and one RBI in six games.

MICKY MANTLE, 1F

FIELDING—Has a very good arm but is not a sure outfielder. Keeps running on all fly balls.

SPEED—He is very fast. Tops a lot of balls and will drag or bunt. He will run bases and has some dare in him. He will take the extra base and don't throw behind him.

HITTING vs. RIGHT-HAND PITCHER—Don't throw him a fast ball on first pitch. Start him off with fast overhand curve ball low (you can start the sidearm curve ball outside and bring it over the corner). Crowd him with the fast ball inside from his hands up. Make him hit overhand fast curve ball in pinch. Don't slow up on him unless it is outside the strike zone and used to set him up. He will hit the fast ball 3 and 0 and 2 and 0 if men are on bases.

HITTING vs. LEFT-HAND PITCHER—Play him straight away and deep. Wrist action is not good. Left-hand pitcher can pitch him overhand fast balls inside for a strike.

Mantle was held hitless in first game. He bunted safely to lead off the second game. But four innings later he wrenched a knee running after a fly and saw no further action.

HANK BAUER, 1F

FIELDING—Good outfielder and has a good arm.

SPEED—Runs well. Did not run on bases much but he has the speed to do so.

HITTING vs. LEFT-HAND PITCHER—His power is the fast ball from the belt up, out over the plate. Would make him hit breaking stuff low and the fast ball at his hands inside. Would throw him a half-speed fast ball outside and low once in a while.

PLAY HIM—To pull and deep in outfield.

By not playing Bauer deep, as report suggested, the Giants kicked away the sixth and deciding game of Series. After their pitchers had held Bauer to two hits in five games, Bauer teed off on one of Southpaw Dave Koslo's pitches (he likes southpaws) for a three-run triple. It sailed over the head of Monte Irvin, the Giant's left fielder, who was playing shallow. The Giants lost, 4-3.

YOGI BERRA, 1F

FIELDING—Does not have a real good arm when pushed but his pitchers (Reynolds, Raschi and Lopat) hold you pretty close at first base and you have to have your break to run on him a lot.

SPEED—Don't run well but will take off on hit-and-run play once in a while.

HITTING vs. RIGHT-HAND PITCHER—Don't throw him a strike on the first ball. Show him a change of pace well inside strike zone and inside (he may foul it off) or make it bad outside. He is a low-ball hitter. Throw him a slow ball once in a while but no two at one time at bat. He is a good hitter and you can't throw him two similar pitches in succession.

PLAY HIM—All infielders to pull—won't bunt.

Giant pitchers had Berra's number pretty well. Although he got six hits he failed to drive in any runs. The Giants, held close by Yankee pitchers, stole only one base on him.



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JOE'S HITTING, terrible for three games, picked up in the fourth after he changed his stance. Here he hits a sharp single. Next time up he hit a homer.

JOE DIMAGGIO, cf

FIELDING—He can't stop quickly and throw hard. You can take the extra base on him if he is in motion away from line of throw. He won't throw on questionable plays and I would challenge him even though he threw a man or so out.

SPEED—He can't run and won't bunt.

HITTING vs. RIGHT-HAND PITCHER—His reflexes are very slow and he can't pull a good fast ball at all. The fast ball is better thrown high but that is not too important as long as it is fast. Throw him nothing but good fast balls and fast curve balls. *Don't slow up on him.*

HITTING vs. LEFT-HAND PITCHER—Will pull left-hand pitcher a little more than right-hand pitcher. Pitch him the same. *Don't slow up on him.* He will go for a bad pitch once in a while with two strikes.

This sad commentary on one of the game's greatest stars, who has played in more World Series games (51) than anybody in baseball history, seemed justified for the first three games. DiMaggio went hitless his first 12 times at bat. In the fourth game, he looked like the old DiMaggio, parking the ball upstairs in left field for a homer that beat the Giants. That seemed to spark him and for the rest of Series he was a far better player than the scouting report made him out to be.

CONTINUED ON PAGE 134



BUT JOE'S RUNNING was just as bad as the report suggested it would be. In the last game, after hitting a double, DiMaggio tried to advance to third on a bunt and found Giants' Third Baseman Thomson waiting to tag him out.

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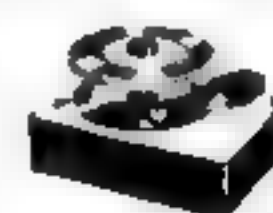
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LOPAT'S SLOP kept the Giants off balance, even though they had been warned about it. Here he delivers a tantalizing slow curve in the fifth Series game.

ED LOPAT, p

Sept. 7—Good move to first base and fielder's position well. Good control—sidearm fast ball only fair. Uses a sinker and slider and nubbler. Threw slowed-up curved ball straight overhead.

Sept. 13—Will throw the slop when he is ahead of you. Will throw first ball for strike (curved ball or fast ball). Will pitch fast ball inside or throw slop with man on first base. Would not wait him out. Might upset him if we hit first good ball and don't let him get set.

In two games, Southpaw Lopat, the Series' best pitcher, gave the Giants a total of 10 hits, 3 bases-on-balls and 2 runs. The Yankees won both of these games.

JOHNNY SAIN, p

Sept. 9—Threw nothing but curve balls. Fast ball very poor. Don't have anything but a curve ball and a good move to first base. Very good move to second base on three-and-two count. *Watch it.*

Sept. 15—No fast ball at all. Can be thrown off balance if you swing at the first pitch that is a strike. It will be a curve ball.

After relieving Raschi in the seventh inning of the last game, Sain filled the bases in the eighth and again in the ninth, then was quickly lifted.

ALLIE REYNOLDS, p

Sept. 6—Had good fast ball but was a little wild with it. Started a lot of left-hand hitters off with a slow curve ball for strike. Has a change-up pitch but did not use it much. Did not throw his good curve ball when used on first pitch. Good fielder. Holds runners on well. Uses a head move to hold runners on (any number of them when he thinks you are running). He is a pretty good hitter. He may run to fast ball in trouble.

The Giants got rid of Reynolds after the sixth inning of the first game and won, 5-1. But Reynolds, first pitcher in American League history to win two no-hitters in one season, came back strong in the fourth game to beat Sal Maglie, the Giants' ace.

VIC RASCHI, p

Sept. 5—Lost. Did not have his good fast ball. Threw very few curve balls and they were belted when he did. Used change-up at times and a slow curve. He ran to his fast ball when in trouble but it was not too good. He looked tired.

Raschi, lacking control and obviously tired, failed to finish in two Series starts.

CONTINUED ON PAGE 128

3 out of 4

2 out of 3

6 out of 7

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GIL McDOUGALD, 2b, 3b

FIELDING—Is okay on bunts at third base. Fair fielder at second base. Moves very close to first base when first baseman is holding man on first base.

SPEED—Runs well and will run. He will take the extra base. He will show you he is running if pitcher will hold up his delivery a little in steal situation.

HITTING vs. RIGHT-HAND PITCHER—Don't like sidearm stuff. He likes fast ball over the plate high. He will take two curve-ball strikes to get a fast ball and will chase a bad pitch once in a while with two strikes. You can throw him the change on the fast ball and keep it outside. Make him hit overhand curve ball in pinch. He is tough and can hurt you.

In the fifth game, with McDougald at bat and the bases loaded, Pitcher Jansen lost his control. He put a fast one over, high. McDougald put it into the stands in left field for a grand-slam home run which broke a 1-1 tie and put the game on ice for the Yankees.

PHIL RIZZUTO, ss

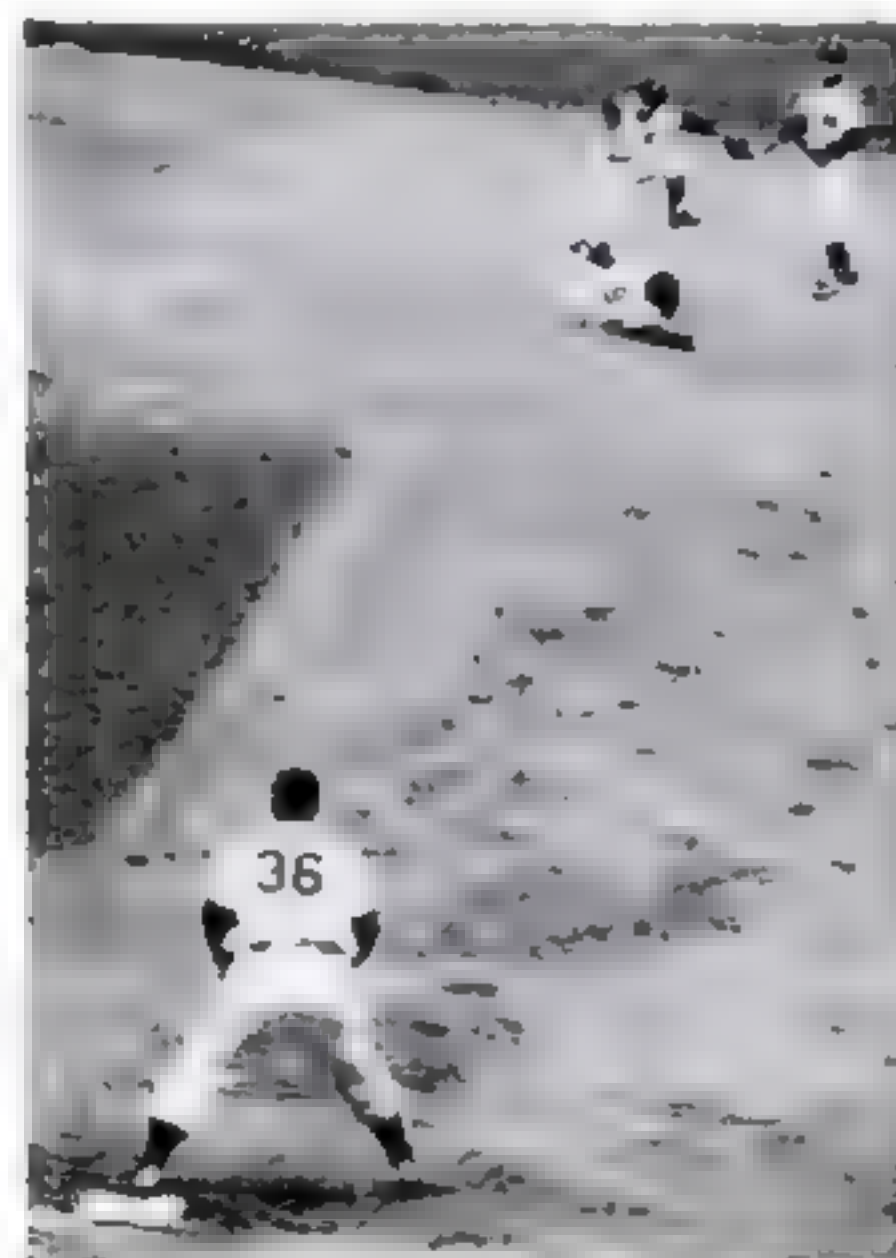
FIELDING—Very good fielder. Makes pick-off play well.

SPEED—Runs well and is very good base runner. He will take the extra base and is liable to steal third base on left-hand pitcher.

HITTING vs. RIGHT-HAND PITCHER—Will hit ball where pitched and will hit ball behind runner with man on first base. Will pull nearly all change-up pitches. He can push, bunt or hit the low pitch. Would make him hit the high fast ball (inside and out) and give him the overhand curve ball low after two strikes. Don't like sidearm fast ball. Would make first ball a strike. *He will bunt with man on third base and two out.* He will hit-and-run—likes the even count. Would not slow up on him much. With man on first base crowd him with fast ball and fast overhand curve ball.

PLAY HIM—Straight away in outfield and not deep. At third base to pull and very close. He will bunt a lot with two out.

The report on Rizzuto left Giants with no alternative except to hope for the best. He got eight hits, including one home run, led Yankee attack, fielded remarkably and helped make eight double plays (below).



RIZZUTO'S FIELDING made High's comment "very good fielder" seem an understatement. Here he makes double-play throw after put-out at second.

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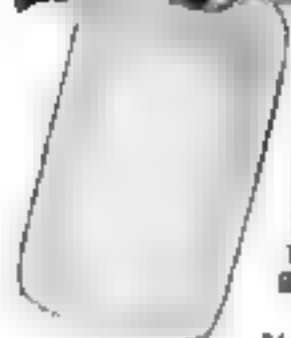
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FRANCIS GROVER CLEVELAND
ELY CULBERTSON
THE DUKE DI VERDURA
DENIS CONAN DOYLE
MAJ. GEORGE FIELDING ELIOT
SIR CEDRIC HARDWICKE

DENNIS KING
PAUL LUKAS
LAL RITZ MELCHIOR
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Sit down with a pad and pencil . . . and a cold bottle of Canada Dry Ginger Ale. Sip it slowly . . . enjoy that wonderful flavor . . . thrill to that sparkling liveliness. Then . . . let your taste tell you what to write. It's just a matter of putting your own enjoyment in your own words. Go to it!

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1. Just finish this sentence in 25 additional words or less—"I like Canada Dry Ginger Ale because..." Use coupon below, or get official entry blank at your favorite store, or use one side of plain piece of paper.
2. Send your sentence and 2 Canada Dry Ginger Ale bottle caps to: Canada Dry "Win A Pup" Contest, Box 579, New York 46, N. Y.
You may enter as many times as you wish, only be sure *each* entry is accompanied by 2 Canada Dry Ginger Ale bottle caps.
3. Contest is open to everybody in the continental U. S. except employees of Canada Dry Ginger Ale, Inc., their families and their advertising agencies. Entries will be judged for originality, sincerity, and aptness of thought. Judges' decisions will be final. Duplicate prizes will be awarded in the event of ties. Winners will be notified by mail or telegram. No entries will be returned, and all entries become the property of Canada Dry Ginger Ale, Inc.

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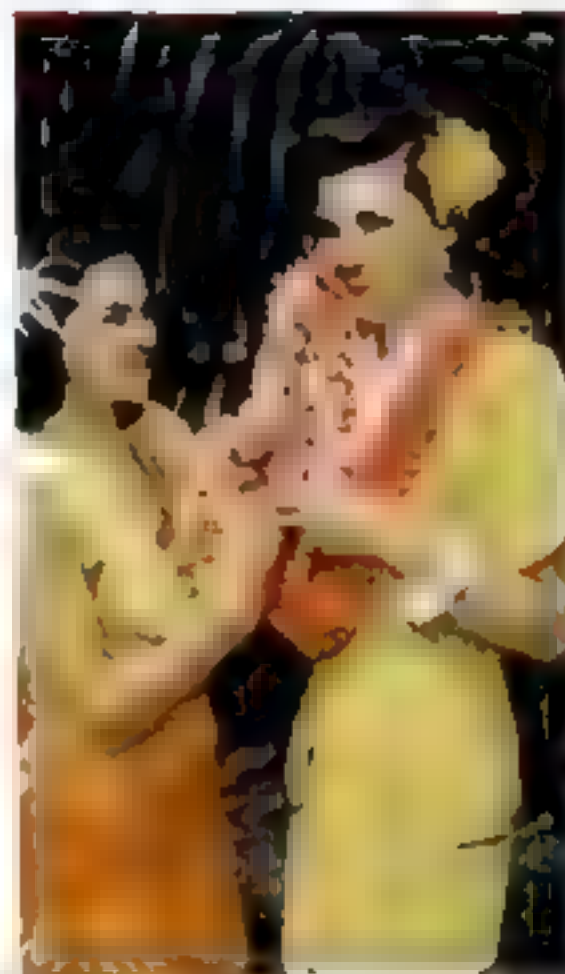
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ON TRIAL BEFORE HER BALEFUL ACCUSERS, JOAN RUBS HER ANKLES, BRUISED AFTER BEING CHAINED SIX WEEKS IN A DUNGEON

Saint Joan

**UTA HAGEN MAKES BRISK MARTYR
OUT OF SHAW'S GREAT HEROINE**

Three years after the Catholic Church in 1920 made Joan of Arc an official saint, G. B. Shaw made her the heroine of a great play. *Saint Joan* is now being given for the third time on Broadway in a spirited Theatre Guild production directed by Margaret Webster with Uta Hagen playing the farm girl from Domrémy. Miss Hagen may err a bit in making Joan more executive than exalted—it is easier to imagine brisk Miss Hagen putting spunk into the weak French monarch and leading his soldiers to oust the British than being led herself by angelic voices. But she still creates a fine portrait of Shaw's Maid who threatened the political power of both Church and State and was therefore sentenced to burn and be remembered forever.

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Photograph by Hoser

Countess Betty von Furstenberg, beautiful young actress, always uses Conti Castile Shampoo.

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"SAINT JOAN" CONTINUED



COAXING THE DAUPHIN (John Buckmaster) to fight the British, Joan rebukes him when he whines he wants to mind his own business. She says that "is like minding your own body: it's the shortest way to make yourself sick."



ROUSING THE COURT, after she has won over the reluctant Dauphin, Joan pleads for a unified and free France, leads them to fight British at Orléans with a battle cry, "Who is for God and His Maid? Who is for Orléans with me?"



PURSUING THE BATTLE, after she has driven the British from Orléans and has the Dauphin officially crowned king, Joan wants to fight further and oust the foe from Paris. But cautious nobles and churchmen back out on her.

CONTINUED ON PAGE 144



You are his world—he depends on you to keep him happy and comfortable—to guard his tender skin from hurt. Even the huskiest baby's skin is thinner than a grownup's, you know. Skin studies show it might become irritated more quickly, "rub off" sooner. All through babyhood, his thinner skin needs your wisest care.

Baby's Thinner skin needs Gentlest Care



You take special care of his little shirts—keep them fluffy-clean and soft. Be careful, too, when choosing his bathroom tissue, to look for 3 important "tender skin" qualities. Old linen softness that doesn't chafe. Instant-quick absorbency for clean cleansing. The right amount of strength to resist tearing and shredding.




More and more mothers are finding the ideal combination of "tender skin" qualities in ScotTissue. You will discover too, that ScotTissue's greater value makes it the perfect choice for every member of the family. You get 1000 generous-size sheets to a roll. ScotTissue goes further, lasts longer. "ScotTissue," "Soft as old linen," Reg. U.S. Pat. Off.



1000 Generous-Size Sheets — Soft as old Linen

Here's the **ONLY** cough drop
that's **MEDICATED**



VICKS
MEDICATED
COUGH DROP

**...REALLY
MEDICATED**
with
throat-soothing ingredients
of Vicks VapoRub plus other
cough-easing medications.

**THAT'S WHY THEY'RE
SO EFFECTIVE!**

Shines Hair As it Shampoos!



How an Oil Shampoo Leaves Hair Gleaming—At Once!

Lets Hair Recover Alluring Luster

Women are regaining lost hair beauty—almost overnight. New luster, gloss and suppleness appear after the first shampoo. But, do not confuse this with ordinary soap or cream shampoos or strong chemical detergents.

Instead it is an **oil** shampoo! The very thing needed to counteract the effect of strong chemicals that leave hair so brittle, so dry, so lack-luster.

Switch to Mar-o-Oil Shampoo. You'll see your hair gleaming. Actually makes it want to curl! You'll find glorious scalp comfort—freedom from itching scalp and unsightly dandruff scales. Get genuine Mar-o-Oil—either Non-Foamy for dry hair or Super-Foamy for oily hair—at your drug counter today. Accepted Committee on Cosmetics American Medical Association. For **FREE** trial bottle, write Mar-o-Oil, Dept. L, 657 W. Chicago Ave., Chicago 10, Ill. Specify: Non-Foamy or Super-Foamy.

Mar-o-Oil SHAMPOO

MINT PATTIES
bittersweet chocolate
... refreshing peppermint cream
... a flavor combination
everyone enjoys.

NOW in a new
Nibble-size



Large economy pack.
Also available in
5¢ and 10¢ packages.

**Welch's
Junior Mints**



WON'T SCARE ANYONE but this "Jack-O-Lantern" version of pancakes 'n sausage 'n syrup makes for fun and good eating at breakfast. Cut eyes and mouth from top pancake in stack (just milk plus Bisquick for pancakes). Arrange golden-browned links of Armour Star Pork Sausage, pour on syrup. General Mills, Inc.

No other laxative gives you **ALL** these advantages—

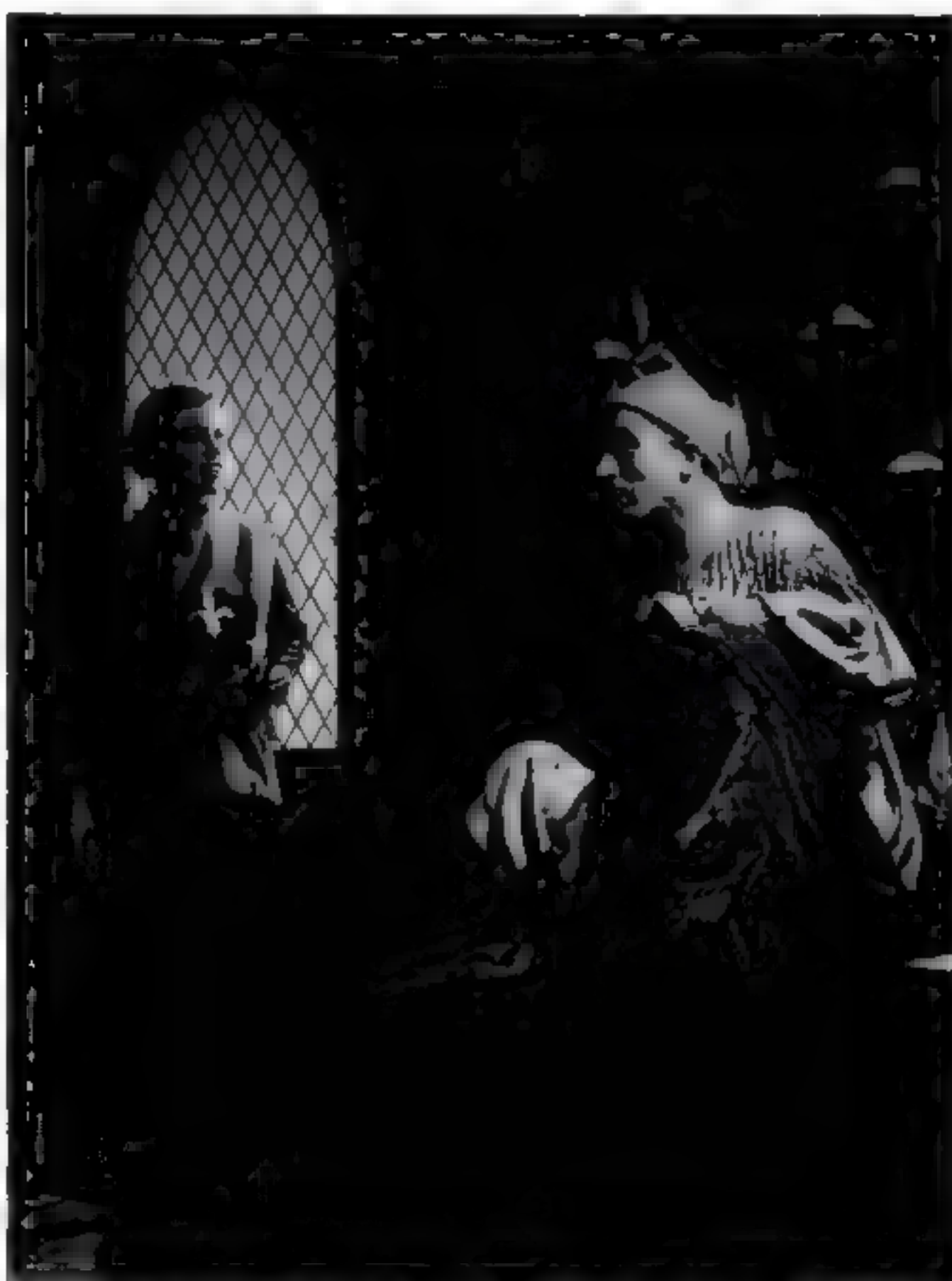


- DELICIOUS CHOCOLATE TASTE
- GENTLE, EFFECTIVE ACTION
- EASY TO TAKE
- SPECIAL SCIENTIFIC TESTING
- ECONOMICAL—12¢ & 30¢

America's Biggest Selling Laxative!



AFTER JOAN'S DEATH the awed executioner who lit fire tells the shrewd and worldly English Earl of Warwick (Andrew Cruickshank) that Joan's heart refuses to burn. The executioner, proud of his work, remarks that the world has heard the last of Joan. "The last of her?" Warwick asks. "I wonder!"



AFTER HER VINDICATION, Joan's spirit visits the king in an epilog. Knowing she is to be sanctified, she suggests returning to earth. But her offer is rejected: saints are uncomfortable to have around. Her last words: "Oh God, that madest this beautiful earth, when will it be ready to receive Thy saints?"

CONTINUED ON PAGE 147

IF HUSBANDS DID THE HOUSEWORK

...They would insist upon such wonderful STANLEY work-saving aids as these—

MOST HUSBANDS take pride in seeking new and better ways to do their jobs. That's why, if husbands did the housework, they would follow the lead of millions of America's wisest wives. To save time, work, money, in keeping the home cleaner, more sanitary, they would depend upon STANLEY's many types of brushes, mops, brooms, chemicals and polishes for this purpose.

STANLEY QUALITY PLUS Products . . . for household use and personal grooming . . . are brought to women everywhere at fun-filled STANLEY Hostess Parties. To be Hostess at a STANLEY Party is especially rewarding. For full details about how to hold your own STANLEY Party . . . or for any information about STANLEY . . . phone or write your STANLEY Dealer, your nearest STANLEY HOME PRODUCTS Branch Office, or communicate direct with STANLEY'S Home Office in Westfield, Mass.

Friendly, independent STANLEY dealers in every community . . . Many of them men . . . Now demonstrate STANLEY QUALITY PLUS products at more than 10,000 STANLEY Hostess Parties like this daily.



Featured Exclusively At STANLEY HOSTESS PARTIES

FURNITURE CREAM . . . Makes furniture care easy. Cleans, protects, preserves surfaces while you polish them.

WAX . . . Big time saver in removing dirt/grime from painted surfaces, porcelain, enamelware.

WINDOW CLEAN . . . Applies with sponge or cloth and cleans quickly. Replaces laborious rags-and-water-bucket method.

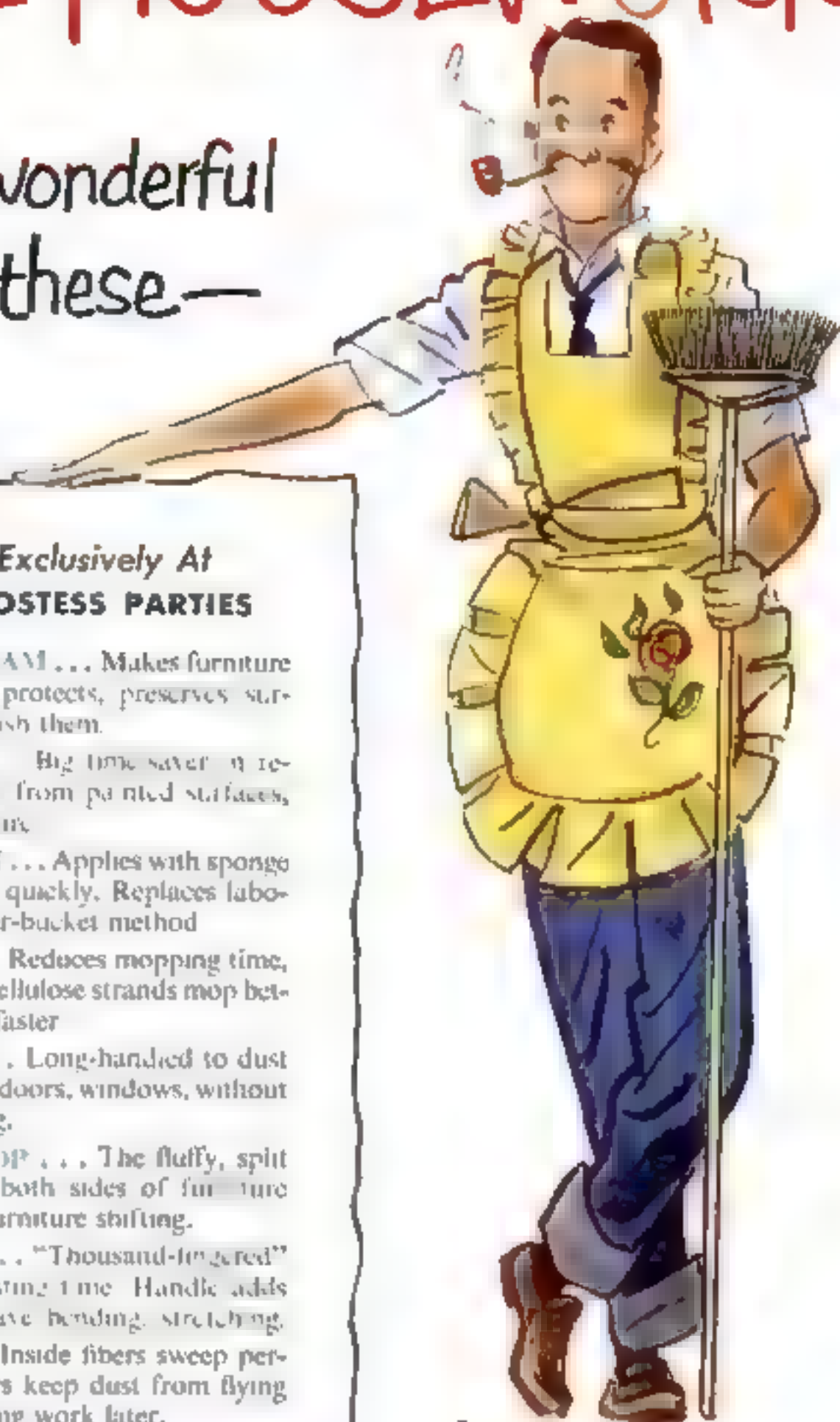
AMAZO MOP . . . Reduces mopping time, work. Sponge-like cellulose strands mop better, cleaner, dryer, faster.

WALL BRUSH . . . Long-handled to dust walls, ceilings, over doors, windows, without step-ladder climbing.

TAN SWIVEL MOP . . . The fluffy, split head dusts floors, both sides of furniture legs, easily. Saves furniture shifting.

SPLIT DUSTER . . . "Thousand-fingered" to eat furniture-dusting time. Handle adds to your reach to save bending, stretching.

F-Z BROOM . . . Inside fibers sweep perfectly. Outside fibers keep dust from flying to cause extra dusting work later.



Originators of
the famous Stanley
Hostess Party Plan

**STANLEY HOME PRODUCTS, INC.,
WESTFIELD, MASS.**

Stanley Home Products of Canada, Ltd., London, Ontario
Copr. Stanley Home Products, Inc., 1961

STANLEY OFFERS RICH OPPORTUNITY FOR MEN

To men who would like to supplement present income men are wanted to take more of the good things of life for family and dear ones, men who long to exchange a stopped-growing pay envelope for a pleasant, permanent and increasingly profitable full-time business of their own, Stanley offers an unmet need and an exciting rich opportunity. No capital interested act now. To arrange for confidential personal interview, address Sales Department, Stanley Home Products, Inc., Westfield, Mass.



Make treats in a *twinkling*



S&W candied fruits and peels

Now you can dress up your holiday baking as fast as you can open this S&W jar. For here's a mix including five delicious, bite-size candied fruits and peels that sparkle like gems right through the baking. What a blessing for your fruit cakes, holiday cookies and special-event desserts!

S&W GLACE CAKE MIX makes "party baking" so much easier. Make this your gay way to holiday treats.

S&W FINE FOODS, INC. • SAN FRANCISCO





masterful
mincemeat

All the right things, spiced with a knowing hand, laced with brandy and mellowed for a full year—mincemeat destined for a prize pie.



the last word

You'll have it when you say S&W Maraschino Cherries—the tastiest, the meatiest, the prettiest of them all.

for holidays

Send today for free S&W recipe booklet—"The Gay Way To Holiday Treats." Here is party-pretty baking made practical and easy. Address S&W Fine Foods, P. O. Box 3463, Rincon Annex, San Francisco 19, Calif.



S&W
QUALITY
...so much better



have a bunch
to munch

And for show, too—for these are mixed nuts fit for a centerpiece. In the shell and very choice—Brazils, pecans, walnuts, almonds and filberts.

"SAINT JOAN" CONTINUED

SHAW EXPLAINED WHY HE "WOULD NOT CUT BABY"

When *Saint Joan* was given its world premiere by the Theatre Guild in 1923, some audiences complained it was too long, so Director Theresa Helburn asked Shaw if he would consider cutting the play. Shaw refused, but he thoughtfully sent this article to be printed in case business slacked off. Business got better and the article remained unpublished for 28 years. Now it is printed by LIFE as a memento of the late, great G.B.S.

As there seems to be a misunderstanding in the New York press of my intention in writing *Saint Joan*, I had better make myself clear. I am supposed to have set myself the task of providing the playgoing public with a pleasant theatrical entertainment whilst keeping the working hours of professional critics within their customary limits; and it is accordingly suggested that I can improve the play vastly by cutting off a sufficient length from it to enable the curtain to rise at half past eight and descend finally at ten minutes to eleven. Certainly nothing could be easier. In the popular entertainment business—if your cradle is too short for your baby, you can always cut down your baby to fit the cradle.

But I am not in the popular entertainment business. The sort of entertainment provided by the fate of Joan of Arc seems to be quite sufficiently looked after in the United States by the Ku Klux Klan and is all the more entertaining for being the real thing instead of a stage show.

As to the grievance of the professional critics, I, as an ex-critic, understand it only too well. It is a hideous experience for a critic, when, at half past ten he has all the material for a good long notice, and is longing to go back to his newspaper office and write it at comparative leisure, to be forced to sit for another hour by that rival artist, the author, until all the leisure is gone and nothing but a hurried scramble to feed the clamouring composers is possible. But the remedy for that is not to demand that the play shall be mutilated for the convenience of a score or two of gentlemen, who see it as their bread-winning job on the first night only, but to combine, as other professional men do and establish the custom of beginning plays of full classical length an hour earlier on the first night.

So much for the negative side of the situation. As to the positive side, I am like all educated persons, intensely interested, and to some extent conscience-stricken, by the great historical case of Joan of Arc. I know that many others share that interest and that compunction, and that they would eagerly take some trouble to have it made clear to them how it all happened. I conceive such a demonstration to be an act of justice for which the spirit of Joan, yet incarnate among us, is very telling; such a demonstration is intensely interesting to me; and the real protagonists of the drama, the Catholic church, the Holy Roman Empire and the nascent Reformation, appeal to my imagination and my intellect with a grip and fascination far beyond those of Dick Dudgeon and General Burgoyne. When in the face of that claim of a great spirit for justice, and of a world situation in which we see whole peoples perishing and dragging us towards the abyss which has swallowed them, all for lack of any grasp of the political forces that move civilizations, I am met with peevish complaints that three hours or so is too long, and with petitions to cut the cackle and come to the burning, and promises that if I adapt the play . . . it will run for eighteen months and make a fortune for me and the Theatre Guild, the effect is to make me seem ten feet high and the poor people ten inches, which is bad for my soul, and not particularly healthy for theirs.

In theatres as elsewhere people must learn to know their places. When a man goes to church and does not like the service nor understand the doctrine he does not ask to have it changed to suit him: he goes elsewhere until he is suited. When he goes to a classical concert and is bored by Beethoven, he does not scream to the conductor for a fox-trot, and suggest that Beethoven should introduce a saxophone solo into the Ninth Symphony—he goes to the nearest hall where a jazz band is at work. I plead for equally reasonable behaviour in the theatre. *Saint Joan* is not for connoisseurs of the police and divorce drama, or of the languors and lilies and raptures of the cinema; and it is not going to be altered to suit them! It is right over their heads—they must either grow up to it or let it alone. Fortunately for me it interests and even enthalls serious people who would not enter an ordinary theatre if they were paid to and draws novices who have never crossed the threshold of a theatre in their lives—and were taught by their parents that it is the threshold of hell. However, even at the risk of a comprehensive insult to the general public of New York, I must add that the limitation of the audience to serious, intelligent and cultivated Americans means that *Saint Joan* must be regarded for the present as an Exceptional play for Exceptional people.

NOW! BRIGGS SMOKES 3 WAYS BETTER*



1. Stays lighted longer...by 19%



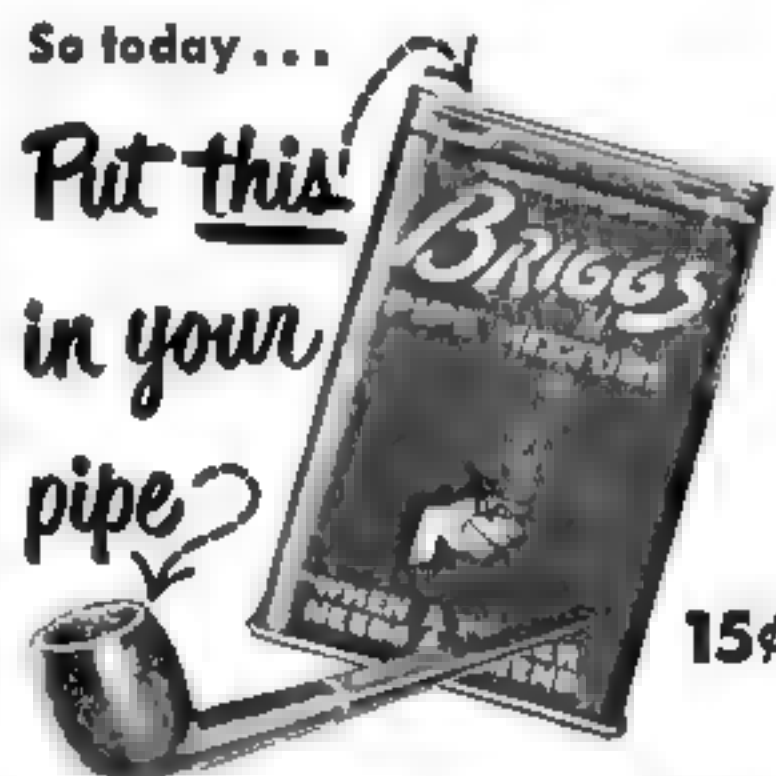
2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this
in your
pipe



and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada



HOUSE CLEANERS gather at railroad station at 7:30 Saturday morning to get their ration of picks

and shovels. Project was almost postponed because of rain, but men decided at last minute to go ahead.



FLOOR RAISERS jack up living room of Donald Knight's home and support it with heavy timbers.

Boys managed to lift floor by themselves but left the job of permanent support to professional carpenters.

Life's Party



PLEASED CITIZENS OF NORTH LAWRENCE

KANSAS

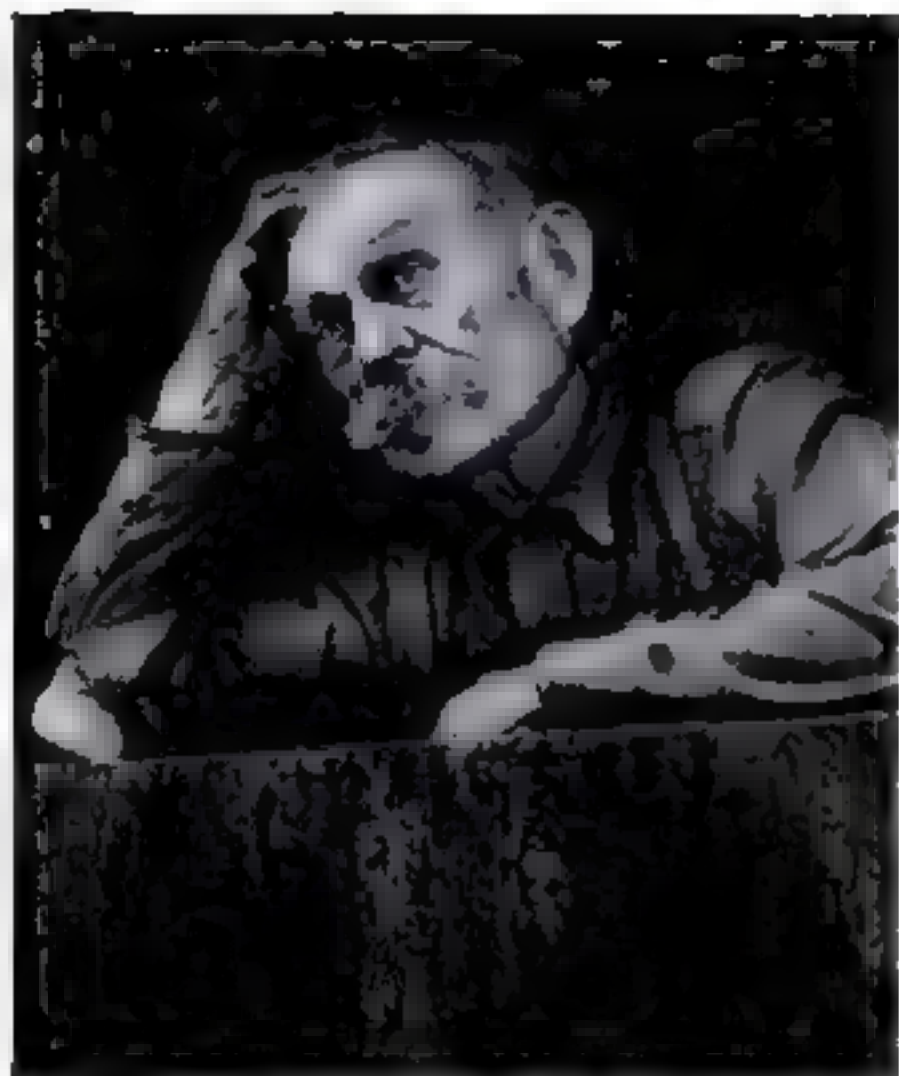
Fraternity men restore

Home owners of North Lawrence, Kan. were no better off than those in any other nearby town when the Kaw River ran wild last summer and flooded the entire area. But this month North Lawrence was luckier than all the other towns because it had Kansas University for its neighbor. Through the interfraternity council, the K.U. students decided that the time and money ordinarily spent decorating the fraternity houses for the big homecoming weekend could be better spent on the flood-damaged houses of North Lawrence. Chipping in \$50 each, the 24 fraternities rented tools, bought materials and got construction companies to donate bulldozers, trucks and other heavy equipment. A survey produced a list of 125 flood-damaged houses whose owners were financially unable or too old to help themselves.

On Saturday morning, Oct. 6, 600 students turned out with picks, shovels and crowbars to restore North Lawrence. Each fraternity took on four to seven homes. A cold rain was falling



SCRUBBING FLOORS puts final touch on F. D. Marcellus home which was flooded and then burned.



WATCH WITH AMAZEMENT AND DELIGHT AS THE FRATERNITY MEN OF KANSAS UNIVERSITY REBUILD THEIR FLOOD-DAMAGED HOMES

CLEANUP

a flood-stricken town

as they sloshed through the mud, carrying tubs of silt from basements, raising floors, moving buildings and laying sewers. At noon the university's sorority girls showed up with food and hot drinks for the mud-splattered men and got a taste of the mud themselves (p. 150).

When the flood debris was cleared away, the students picked up brooms and scrub brushes and washed down the houses. Some homes needed new wiring, others needed new walls. Some front yards had to be completely relandscaped, and the only disaster of the day occurred when an eager landscaper drove his pick through a central water main, necessitating a rush call to the North Lawrence water department to stave off a second flood.

That night in North Lawrence many families were back in their own homes for the first time since summer. In their fraternity house some of the 600 workers had enough energy left over to get dates and go dancing. But most of them just washed off the mud and went to bed.



SHOVING SHED back in position, Alpha Kappa Lambda's restore buildings owned by E. G. Davis

(right). Davis had nine feet of water in house for 10 days and lost all his belongings except kitchen stove.



CLEANING BASEMENT in Oakes's home was a slummy job. Most of the cellars were feet-deep in mud.



MOVING FURNITURE out of Marcellus home, Phi Kappas clear way for a thorough house cleaning.



SHOVELING MUD out of bathtub is assignment of Delta Chi who worked on Donald Knight's house.

You need not inhale



BRIAN DONLEVY
Starring in
"THE FIGHTING
COAST GUARD"
BY RICHARD KIRK

Relax in the calm companionship of your cigar... let that soul-warming aroma, and satisfying fragrance tell you why you need not inhale —

to enjoy a cigar



TRY IT AND SEE!

CIGAR INSTITUTE OF AMERICA, INC.

CLEANUP CONTINUED



CLUMSY CARRIER was supposed to show coed a basement without getting her dirty. When he failed, she retaliated by pulling his cap over his face.



MUDDY HANDS AND FEET are washed by sorority girls after exploring basements. They discovered that the mud was just as deep as men said it was.



SMEARED FACE of Jeanne Fischer gets brisk wash at the hands of Phi Delta Thetas, who by this time know how to get anything cleaned in a hurry.

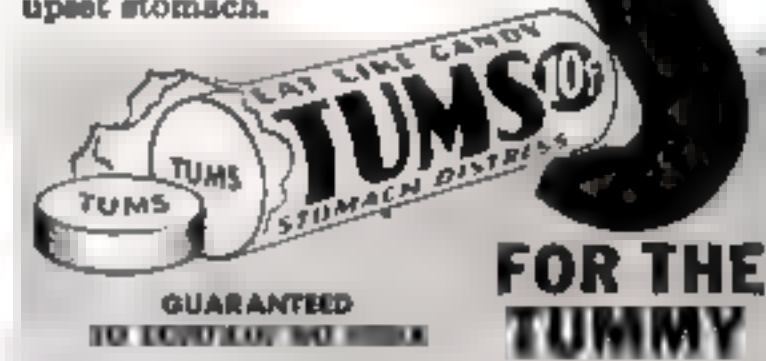
CONTINUED ON PAGE 153

Torture My Stomach with Baking Soda?

NEVER AGAIN!



Tums contain no soda. Cannot over-alkalize or cause acid rebound. Tums don't irritate delicate stomach or intestinal lining. At the first sign of acid indigestion — gas, heartburn — take one or two Tums like candy mints. Almost instantly Tums neutralize excess acid... soothe and settle upset stomach.



✓ TRY ONE OR TWO TUMS AFTER BREAKFAST
SEE IF YOU DON'T FEEL BETTER



THERE'S NO TRICK TO THIS TREAT!

The biggest selling, most popular penny confection in the world is Fleece's Double Bubble Gum.

For Hallowe'en parties and treats, buy it in handy bags of 20 or boxes of 120 pieces.

They'll love you for it!



FRANK H. FLEECE CORP.
PHILADELPHIA 41, PA.

RHONDA FLEMING Co-starring in the Pine-Thomas Production, "CROSSWINDS," A Paramount Picture—Color by Technicolor



RHONDA FLEMING, beautiful Lustre-Creme Girl, one of the "Top-Twelve," selected by "Modern Screen" and a jury of famed hair stylists as having the world's loveliest hair. Rhonda Fleming uses Lustre-Creme Shampoo to care for her glamorous hair.

The Most Beautiful Hair in the World is kept at its loveliest...with Lustre-Creme Shampoo

When Rhonda Fleming says . . . "I use Lustre-Creme Shampoo" . . . you're listening to a girl whose beautiful hair plays a vital part in a fabulous glamour-career.

In a recent issue of "Modern Screen," a committee of famed hair stylists named Rhonda Fleming, lovely Lustre-Creme Girl, as one of 12 women having the most beautiful hair in the world.

You, too, will notice a glorious difference in your hair from the magic of Lustre-Creme Shampoo. Under the spell of its lanolin-blessed lather, your hair shines, behaves, is eager to curl. Hair dulled

by soap abuse . . . dusty with dandruff . . . now is fragrantly clean. Rebel hair . . . is tamed to respond to the lightest brush touch. Hair robbed of natural sheen now glows with renewed sun-bright highlights. All this, even in the hardest water, with no need for a special after-rinse.

No other cream shampoo in all the world is as popular as Lustre-Creme. Is the best too good for your hair? For hair that behaves like the angels, and shines like the stars . . . ask for Lustre-Creme, the world's finest shampoo, chosen for "the most beautiful hair in the world"!



The beauty-blend cream shampoo with LANOLIN. Jars or tubes, 27¢ to \$2.

FAMOUS HOLLYWOOD STARS use LUSTRE-CREME SHAMPOO for GLAMOROUS HAIR



Every man ought to have a blue suit. No other is so appropriate for so many occasions. It is businesslike by day, well mannered by night, and always flattering. But because it is basic it should also be perfect, certainly not merely nondescript. The cut should be correct, the fit beyond criticism and the color just right. A smart thing to do is to visit the store that sells Hart Schaffner & Marx clothes. There you will find the Marine Blue shown in the picture and other impeccable blues in a wide range of models and fine fabrics.



HART SCHAFFNER & MARX®



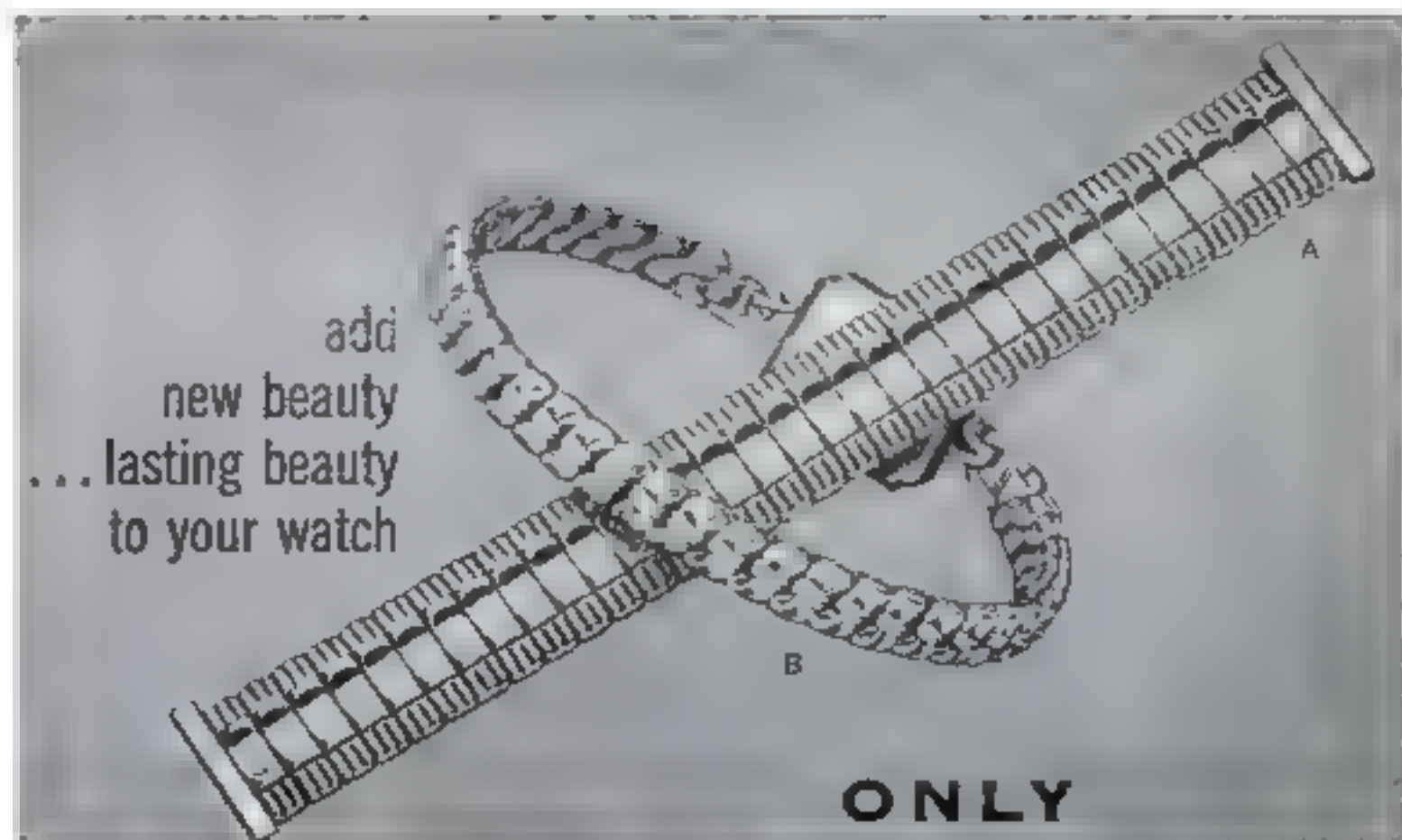
BRIEF TIME OUT is taken to listen to the Kansas-Colorado football game on a portable radio. Men tuned in long enough to learn that Kansas was losing.



FULL-DRESS SHOWER is taken by Phi Delta Theta Bob Ball, who decided at the end of the day's work that his clothes needed a bath as much as he did.



REWARD OF VIRTUE for Bob Ball is his date's admiration at evening dance for the workers. But he was too worn out by his house cleaning to appreciate it.



FLEX-LET

Long-Life
EXPANSION WATCH BANDS

- give you TRU-RIVET® construction assuring longer life — more years of dependable wear! And FLEX-LET Watch Bands have the distinctive appearance of custom-made jewelry. Give FLEX-LET... wear FLEX-LET... no finer Watch Band model! Ask your jeweler — he knows!

A. CORONADO—G. F. 1/20—10K top, stainless steel back \$10.95 T. I.
B. BOW-ETTE—G. F. 1/20—12K top, stainless steel back \$9.95 T. I.

PATENT NO. 2,444,884 **FLEX-LET CORP.**, 880 FIFTH AVENUE, NEW YORK 19, N. Y.

check Skin Torment

For quick relief from itching caused by eczema, pimples, athlete's foot, scales, scabies, and other itching troubles, use world famous, cooling, medicated, liquid **D. O. D. PRESCRIPTION**. Greaseless, stainless. Soothes, comforts and checks intense itching speedily. 43¢ trial bottle proves it, or your money back. Ask your druggist for **D. O. D. PRESCRIPTION**.

RELIEVES PAIN OF HEADACHE - NEURALGIA NEURITIS

FAST

The way thousands of physicians and dentists recommend

Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

INGROWN NAIL Hurting You? Immediate Relief!

A few drops of **OUTGROW** bring blessed relief from torturing pain of ingrown nail. **OUTGROW** toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. **OUTGROW** is available at all drug counters.

Guaranteed! TO REMOVE MORE DIRT in LESS TIME

...or your money back!

New EUREKA 3-in-1 WONDER CLEANER

Our Guarantee!

USE THE WONDER CLEANER IN YOUR HOME 10 DAYS. If you are not fully satisfied it removes more dirt from your rugs and carpets in less time and with less effort, your money will be gladly refunded.

See your EUREKA dealer... or write us... we'll arrange for your 10-day trial.

EW
EUREKA DIVISION
Eureka Williams CORPORATION
BLOOMINGTON, ILLINOIS
Better Products. Better Made... for better living!



**YOUR
DRUG STORE**

**...keeps your dollar
healthy, too!**

Your drug store dollar is your healthiest dollar today in terms of prewar buying power. Since 1939, drug store prices have increased only 10.5%, compared with a 75.6% rise in the cost of living*...

Little wonder your drug store is "first stop" for smart shoppers. Compare the value of your drug store dollar with any other dollar you spend. Any way you look at it, it's today's biggest value. Join the throngs of thrifty shoppers who visit the drug store regularly for home and medicine cabinet supplies. Here you can buy the things you need for healthier, more wholesome living... and buy them with the assurance of "prescription care" with every purchase.

Look for this sign
at your drug store—



*From survey sponsored by
Bureau of Education on Fair Trade.



ANAHIST checks and controls cold symptoms the way so many doctors now advise—relieves stuffy head, sneezes and runny nose. Take Anahist tablets 3 full days as directed in the package. Use Anahist Atomizer for extra fast relief in nasal passages.



SILVER STAR BLADES—made with the exclusive *Duridium* process. Give you cleaner, closer, longer lasting shaves. Buy Silver Star—the Razor Blade Your Face Can't Feel! Pack of 5 blades—only 25¢. Handy 10-blade dispenser (illustrated) costs just 49 cents.



KOTEX "48's"—four dozen regular size Kotex napkins in one big, economy-size package. You are always well supplied with Kotex when you need it most. Saves time, saves money, saves extra shopping. Always ask your druggist for the large box—Kotex "48's."



WAMPOLE CREO-TERPIN Compound. Acts quickly in relieving coughs due to common colds... aids in "loosening" coughs and alleviating irritations. Get CREO-TERPIN for prompt relief. Sip and swallow slowly.

This advertisement sponsored for the Druggists of America,
leading drug manufacturers, and wholesalers by

McKESSON & ROBBINS INCORPORATED

AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA, LTD.

©McK & R, 1951



HOLIDAY CROWDS SWARM THE ENTRANCE TO THE CASTLE. MORE THAN 750,000 VISITORS CAME TO GWRYCH LAST SUMMER

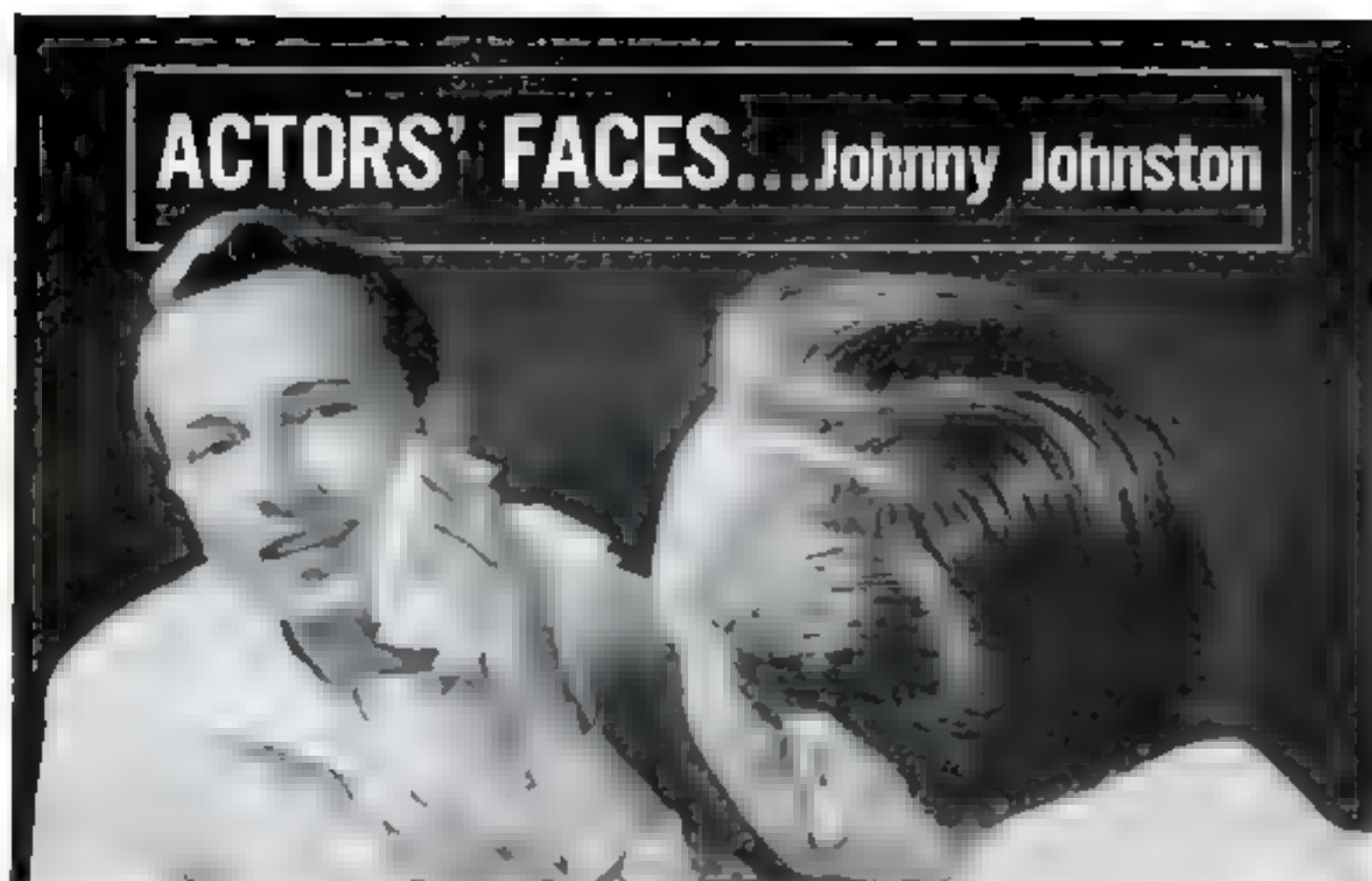
A Disenchanted Castle

GWRYCH IN WALES WELCOMES THE MASSES AT ONE SHILLING A HEAD

Although it is a mere 136 years old, Gwrych Castle in Abergele, Wales has a look of medieval venerability about it. Built complete with formidable battlements and dank dungeons by a rich landowner named Lloyd Hesketh Bamford Hesketh, and later bought by the Earl of Dundonald, the castle's 125 rooms and 700 acres of spacious grounds were the scene of many dis-

tinguished gatherings of nobility. Today the rooms are full again, but the nobles are gone. In their place are crowds of gay English holidaygoers, like those above, out to enjoy Proprietor Leslie T. Salts' lavish resort. Salts, who successfully ran holiday camps and now serves as a business manager for prizefighters (see next page), bought the castle last year and says his motive

for opening the castle to the public (admission: one shilling) is "true socialism." But the crowds who march down the musty halls chewing popcorn and pay to have their pictures taken beside old armor and ancient chairs might suspect Entrepreneur Salts had more accurately stated his aim when at one time he said he cared "to benefit the masses and make money as well."



ACTORS' FACES...Johnny Johnston

Johnny Johnston, star of the Broadway play, "A Tree Grows in Brooklyn"

Actors' faces are extra-sensitive

But Johnny Johnston knows that this wonderful shaving cream helps him shave comfortably, have soft, youthful-looking skin.

Wearing and removing heavy stage make-up several times a day leaves actors' faces sensitive to the razor, prone to wrinkled, old-looking skin. And for actors, looking one's best is important to returns at the box office.

To help all men with sensitive skin, the J. B. Williams Company has added a wonderful new ingredient to Williams Shaving Cream. This new ingredient, Extract of Lanolin, contains 25 times the beneficial properties of the well-known skin conditioner, plain lanolin. It lets you shave close, yet helps free

your skin from the risk of painful nicks and scratches.

If your position, too, requires good grooming at all times, use the New Williams Shaving Cream with Extract of Lanolin every time you shave. It helps your skin preserve its youthful qualities, take on that healthy glow... helps you look your very best at all times.

Start using the New Williams Shaving Cream right away. If you prefer a brushless shaving cream try new Williams Brushless. It contains the same luxurious shaving cream qualities.



**FAMOUS RY-KRISP
REDUCING PLAN
ON EVERY PACKAGE**



A FAIRYBOOK LOOK surrounds Gwrych Castle when it is seen from a distance. It nestles in the green hills of northern Wales overlooking the Irish Sea.



RANDY TURPIN, ex-middleweight champ, poses with owl. A special attraction, Turpin is managed by Salts, trained for both Robinson fights at Gwrych.



WISHING CHAIR, dated 1637, costs one penny a wish. Salts, who spent \$280,000 to buy the castle, spent thousands more to furnish it authentically.

CONTINUED ON PAGE 159



PLEASANT MEMORIES



Known by the Company it Keeps

Seagram's VO

CANADIAN WHISKY. A BLEND . . . OF RARE SELECTED WHISKIES • THIS WHISKY IS SIX YEARS OLD
86.8 PROOF. SEAGRAM-DISTILLERS CORPORATION, NEW YORK, N. Y.

You Can't Make a Mistake

on any purchase you make... at A&P!

This is more than a promise — it's a guarantee that you'll never risk a penny on any item you buy at A&P.

To illustrate, let's consider cheese, if you please. Whatever type you crave — we probably have it. Last time we counted, there were over 60 different kinds. Sharp, mild and in-between. Domestic types and European. And because all our cheese is bought right, aged right, cut right and kept right — you just can't buy better!

Even more important, you can't make a mistake buying cheese (or anything else) at an A&P Super Market because of this guarantee: you must be completely satisfied as to quality, flavor and value, or your money is immediately refunded — without question. Come, shop with confidence — the sale is never completed until you are completely satisfied.

You Know You Can Get The Best When You Shop at A&P

6,000,000 people come to A&P every day for the best their money can buy in fine meats, vegetables, fruits, dairy foods, baked goods, and groceries. Folks know they don't risk anything when they shop at A&P... because everything's guaranteed. For over 90 years A&P has been providing more and better food for less money for families like yours. Why don't you change — now?

Customers' Corner— Have you a suggestion as to how we may better serve you? Do you find everything you want quickly? Is the merchandise displayed so that you can reach it easily? Are the stocks always ample? If not, the folks who serve you at A&P would like to know about it. Please write:

CUSTOMER RELATIONS DEPARTMENT

A&P Food Stores, Graybar Building, New York 17, N. Y.



Super Markets

Where the Sale is never completed
until you're completely satisfied

AMERICA'S FOREMOST RETAILERS OF... FINE MEATS... FRUITS AND VEGETABLES... DAIRY PRODUCTS... GROCERY AND HOUSEHOLD NEEDS



CHOIR RECITAL adds cultural touch as Rhy! Ladies under the direction of Miss Rita Landi sing *The Bells of Saint Mary's* outside on the castle terrace.



BEAUTY CONTEST for girls aged 5 to 12 is afternoon feature. Emcee Ted Lewis shows young hopefuls how to cross stage doing the "mannequin walk."



THE DAY'S TAKE, all in small coins, begins to pile up by late in the afternoon. Proprietor Salts (right) and two associates arrange them in neat stacks.

Does Ironing Tire You?

CHANGE TO—

Sit Down Ironing

Free yourself from Tired Tuesdays forever with the 5-piece *Mary Proctor* Ironing set

First to make sit-down ironing practical



Lady, Keep your Seat!
Wheels on Hi-Lo® Ironing Table let you shift the table for easier ironing. No more stretching!

iron with
1/2 the EFFORT
in **1/2 the TIME**

RECOMMENDED BY A STAFF OF WOMEN
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



It's 2 irons in 1! It's the best dry iron made—and the attachment changes it to the finest steam iron.



Freedom of the Knees. Legs are offset for sit-down comfort! It's adjustable for short, medium and tall.

For easier, better ironing start your Mary Proctor Ironing Set now by buying any or all of these:

Never-Lift Iron	\$16.95*
Steam Reservoir	5.95
Hi-Lo Ironing Table	14.95
Cordminder	3.95
Pad & Cover Set	4.45

OPS—Sec. 43—CPR 7

No more tired Tuesdays! The 5-piece Mary Proctor Ironing Set ends old-fashioned stand-up ironing fatigue, makes sit-down ironing easy!

• **Ask your appliance salesman** to demonstrate how the Hi-Lo® Ironing Table locks at 9 different levels for sit-down (or stand-up) ironing, gives you extra knee room. Rolls on wheels with no lifting, lets you move your work to suit you while ironing.

• **Ask your appliance salesman** to show you how the Mary Proctor Never-Lift Iron with Steam* changes to dry or steam ironing instantly, presses professionally, makes ironing effortless with its Never-Lift action.

• **Ask your appliance salesman** to show you how Cordminder keeps iron cord out of your way, how smooth-fitting Mary Proctor Pad and Cover (in white, colorfast blue, yellow, beige) makes ironing easier.

Free yourself today from old-fashioned stand-up ironing. See your appliance dealer or department store for a free demonstration.

• **10 Day Trial Offer**—Try sit-down ironing with the complete Mary Proctor Ironing Set for 10 days. If it isn't all we say it is, your money will be refunded promptly and you may keep the pad and cover.

PROCTOR

THE APPLIANCE NAME YOU CAN TRUST

*Steam attachment optional

(Fed. Tax Incl.)

PROCTOR ELECTRIC CO., 3rd St. and Hunting Park Ave., Phila. 40, Pa.



from LIFE, February 28, 1938, by Wilhelm Willinger

WHAT'S IN A PICTURE . . .

Of all the guests at the last great Opera Ball in Vienna, none remembered the splendor of a dying epoch so well as the camera. Of the tales told to a new generation, none so exactly described the scene as this photograph. The Franz Josef Opera House was lights, gilt, sweeping curves. The dancers' costumes were only white cloth. But that glittering

night was an era; the whole Vienna season of another time was summed up in a picture.

If the world now has little time for the baroque glories of an opera house on the Ringstrasse, turn back the years with a photograph like this. As new events crowd out old sights, there are still moods and memories that remain alive in photographs.

. . . to see life . . . to see the world . . . to eyewitness great events

LIFE



Life hangs by a thread
on this **Mexican**
Maypole

1 "Trapeze flying is kid stuff compared to the high altitude pole dance of Mexico's Otomi Indians. I know—I've tried them both," writes James Roden, an American friend of Canadian Club. "When I joined the Otomi in their age-old aerial act in Huauchinango, I didn't know that these 'bird-men' sometimes end in crash landings..."



2 "Toted down from the high Sierras, the tree trunk for the dance-pole measured 80 feet. I helped the Indians plant it firmly in a 10-foot hole. Next day, with five feather-decked dancers, I clambered up the towering vine-wrapped pole. What a climb!

3 "At the top, each Indian did a nimble dance. Then, all together, we dropped into space! I felt the pole give a mighty shudder. Then, as the ropes that were coiled at the top of the pole unwound, we whirled upside down in widening circles—down, down toward the tile roofs of Huauchinango..."

5 "Even the Otomi aren't sure how their sky-scraping dance began. But this is certain—in Mexico, as nearly everywhere, *the best in the house* means Canadian Club."

Why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon

—yet there is no other whisky in all the world that tastes quite like Canadian Club. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



Why did you change to Camels, EZIO PINZA?

"As a singer, I must have a mild cigarette. I made different mildness tests and my throat made the decision...

CAMELS!"

Ezio Pinza

famous basso of opera,
musical comedy and movies

IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS, NOTED THROAT SPECIALISTS REPORTED:

Not one single case of throat irritation due to smoking CAMELS

BECAUSE mildness is so important to him, Ezio Pinza made the various cigarette tests he'd heard about—sniff tests, puff tests...and his own 30-day Camel mildness test. After all these tests, he knew Camel was the cigarette for him—for mildness *and* flavor!

Make your own 30-day Camel test—the only sensible test. See how rich and flavorful Camels are... how well they agree with your throat. Then you'll know why

Camel is by far America's most popular cigarette!

Test Camels
in your
"T-Zone"

(T for Throat,
T for Taste).



B. J. Reynolds Tobacco Co.,
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